

H1

Insight to Action and Action to Opportunity: The Emerging Role of Medical Affairs

Fierce MASS, 2022

Anatoly Geyfman, VP of Medical Devices, H1

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About Me



Anatoly Geyfman
VP, Medical Device



The Evolution of Relevance: The shifting role of Medical Affairs

How did we get here?

From the tactical & sales -centric initial mandate to facilitate scientific exchange to peer -to-peer interaction with trained medical professionals, Medical Affairs has always been in flux

What has changed?

New stakeholders, increased focus on rare diseases, and structural changes to provision of healthcare in the US are transforming the Medical Affairs mandate

Where are we heading?

New datasets, new technologies, and new needs are redefining the activities and the expectations from Medical Affairs

Evolving mandate of Medical Affairs

Medical Affairs' 70+ year journey from a support function to a strategic pillar in life sciences

1950 – 2000	Early 2000s	2010 – 2019	2020	2025?
A predominantly operational support function	Increasing separation of medical affairs from commercial Higher qualifications demanded for most medical affairs roles	Medical affairs becomes more of a strategic partner Definition of KEE begins to broaden	Big Data, AI, RWE fully integrated patient-centric ecosystems begin to play a role in medical affairs strategy	Continued digital transformation of healthcare Medical affairs at the centre of strategic vision, driving scientific leadership and innovation within ecosystems

Medical Affairs: then vs now

Then

- In-person/ in-office visits, Face-to-face relationship management, traditional forms of communication
- Live, engaging scientific conversations and feedback
- More access to HCPs
- Primarily scientific conversations with HCPs
- Communicating clinical research

Now

- Digitalization of interactions, new / short form communication channels / social media
- Omni-channel engagements, synchronous & asynchronous
- Less physical access to HCPs
- Outcomes-based, real-world evidence as well as scientific findings
- Communicating clinical research & economic value

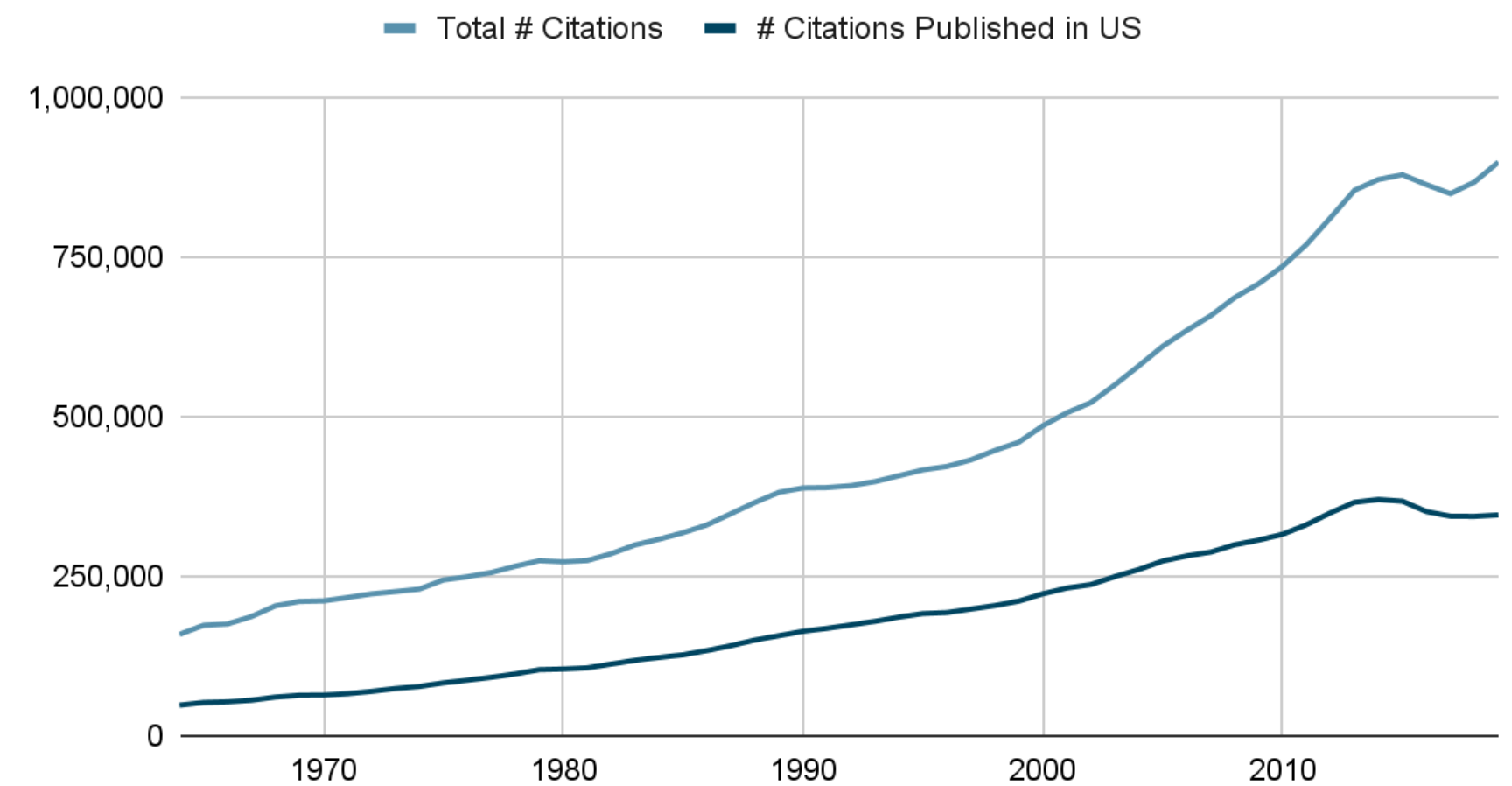
Information revolution in life sciences

A challenge and an opportunity for Medical Affairs to “own” medical knowledge communication

Medical knowledge has been expanding exponentially.

Whereas the **doubling time** was an estimated 50 years back in 1950, it accelerated to 7 years in 1980, 3.5 years in 2010, and a **projected 73 days by 2020**

MEDLINE® Citation Counts by Year of Publication

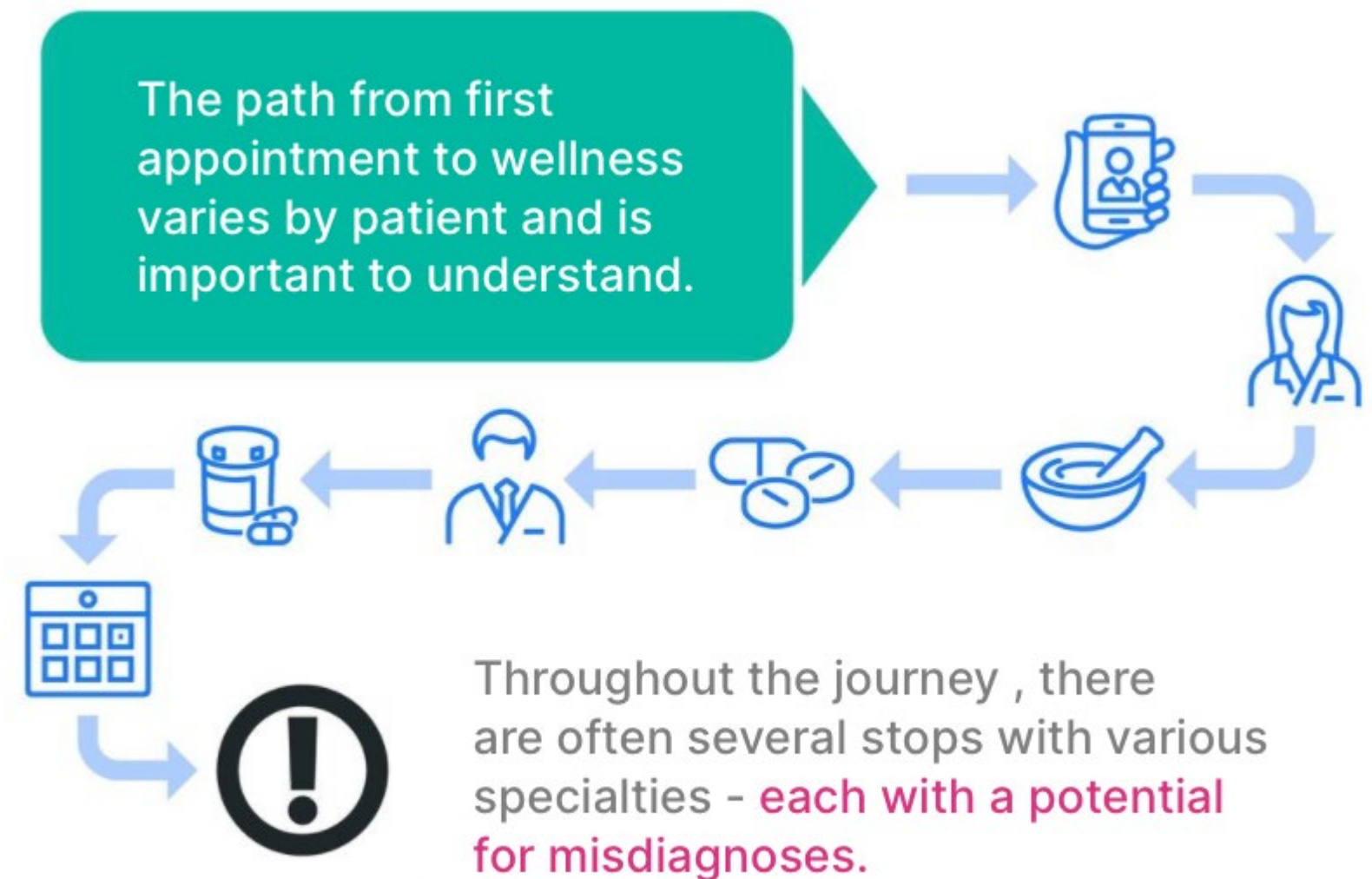


A Patient -centric Approach

For the more than **30 million** who have a rare disease, getting the right diagnosis can take **7.6 years and 7 different doctors.**

In the United States, **12 million** people are affected by medical diagnosis errors each year.

An estimated **40,000 to 80,000** people die annually from complications from misdiagnoses.



Health equity and the MA Role

We have to meet patients where they live and work: **social determinants of health**.

An evolving lens through which to look at **clinical trial design** and **recruitment market access**, **regiment adherence**, and many other considerations.



Effective use of data to identify, engage and educate



IDENTIFICATION
Identifying the right HCPs.



INSIGHT
Insights into identified HCPs.



ENGAGEMENT
Engaging meaningfully with HCPs.



TRACKING
Analytics after the engagement.

- Who are the right HCPs to engage with?
- Who are the other HCPs treating patients through their care journey?
- Who am I not already aware of? Experts with unique characteristics?

WHO?

- Which activities does this HCP engage in?
- **What work has this HCP produced since I last spoke with them?**
- Which topics will this HCP find interesting when I call on them?

WHAT / WHICH?

- How does this HCP allocate their time and research interests?
- How has this HCP engaged with industry previously (if at all)?
- How do I get in touch with this HCP?

HOW?

- Selecting & tracking relevant quantitative & qualitative metrics
- Communicating what worked and what didn't
- Measuring impact and change over time
- Iterating on the model

Successful Engagement

Challenges with the data - driven approach

Challenges

- Data overload, time-consuming to research
- Data aggregation involves repetitive, difficult, & sometimes boring tasks
- Landscape changing / evolving too quickly to keep up
- Source data is difficult to access beyond free searches
- Customization is difficult without understanding the compilation process

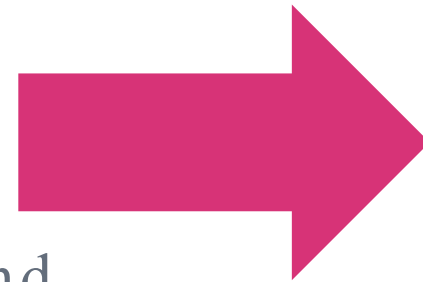
What You May Hear

- “I have a hard time keeping up with the volume of work coming from the expert community.”
- “I’m spending every morning moving between the same 3 websites for information.”
- “I’m missing insights because I wasn’t aware HCPs could post on this new social media platform.”
- “Treatment data is not available publicly for free, so I can’t access.”
- “My colleague compiled this list, I don’t know if it is complete.”

Overcoming challenges with the data - driven approach

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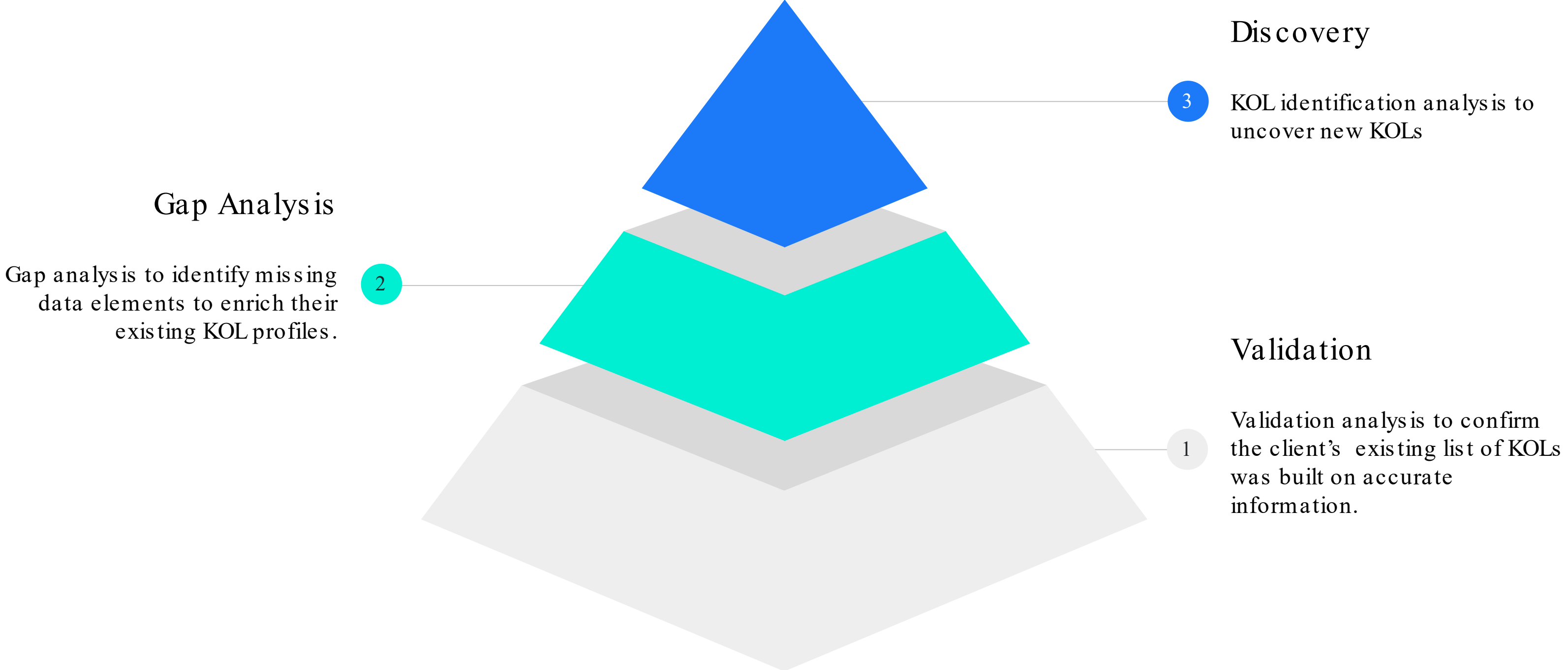


Turning Challenges Into Opportunities

- HCPs voluntarily share hundreds of data points, take advantage of insight
- Using machine learning & AI approaches to outsource rote tasks, freeing up MSL for more meaningful engagements
- Repeatable tasks can be automated through technology
- Discover new data sources before your competitors to round out your holistic view of an HCP
- Standardized methodology deployed across the organization with a central system, improving everyone's impact

A Case Study

A case study



A Case Study

Large US focused Medical Affairs team increased list of engageable KOLs by 200%

Validated the client's existing KOL list, correcting at least one element across each of the client's internally curated profiles.

Our client reported higher rates of successful outreach as a result of updated contact and affiliation information.

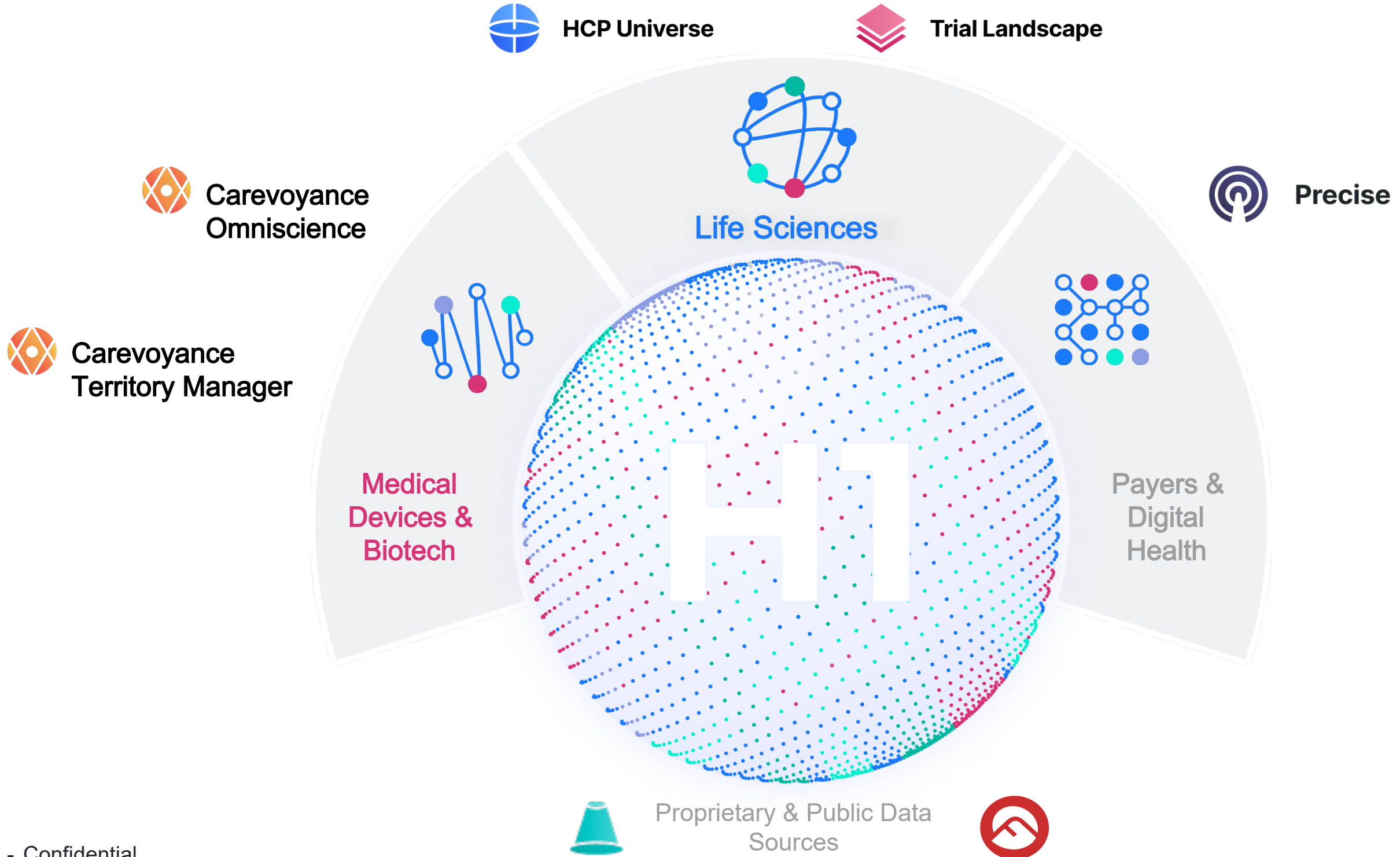
Provided additional data to enrich the client's existing profiles, including (but not limited to) scholarly and treatment data relevant to the client's indications of interest in Immunology.

Our client reported an increase in meaningful engagements powered by new and up-to-date information surrounding their existing KOLs activities and interests.

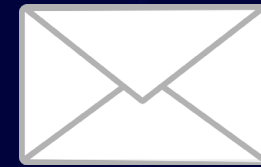
Uncovered 60 new KOLs for future engagement.

Our client's list of relevant, engageable KOLs grew by 200%.

H1 is the convening force for global HCP, clinical, scientific, and research insights.



Stay informed



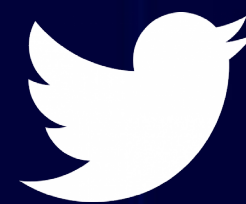
anatoly.geyfman@h1.co



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