

MAPS | GLOBAL
2020
MARCH 8 - 11 MIAMI, FLORIDA
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Reflections from MAPS

by Prime Global

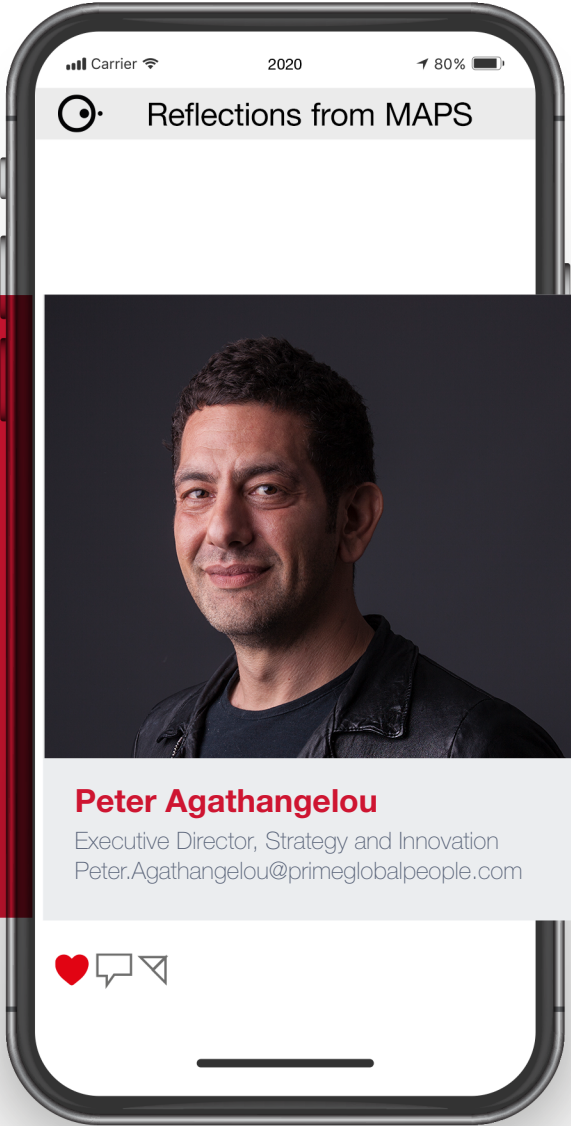
**Medical Affairs Professionals (MAPS)
Global Conference**

March 8-11, 2020, Miami, Florida



Meet the Team

Our expert team visited the MAPS Global conference to discover the latest trends in medical affairs and have insightful discussions with other pharmaceutical experts. After reflecting on their time, they detailed the highlights from their favorite sessions. Check it out!



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Communicating the Value of Medical Affairs

What is the value?

- Driving insight generation and strategic planning
- Facilitating communication across the whole product life cycle
- Understanding the value of perception
- Delivering meaningful benefits to patients locally and globally



Key insight

Improve patient outcomes through stakeholder collaboration.



Demystifying Artificial Intelligence (AI)

Practical Applications in Key Medical Affairs Functions

We looked at applications of AI technology in life sciences, such as customer experience and predictive and prescriptive analytics.

Capabilities introduced in publications:

- Natural language processing (NLP)
- Natural language generation (NLG)
- Machine vision

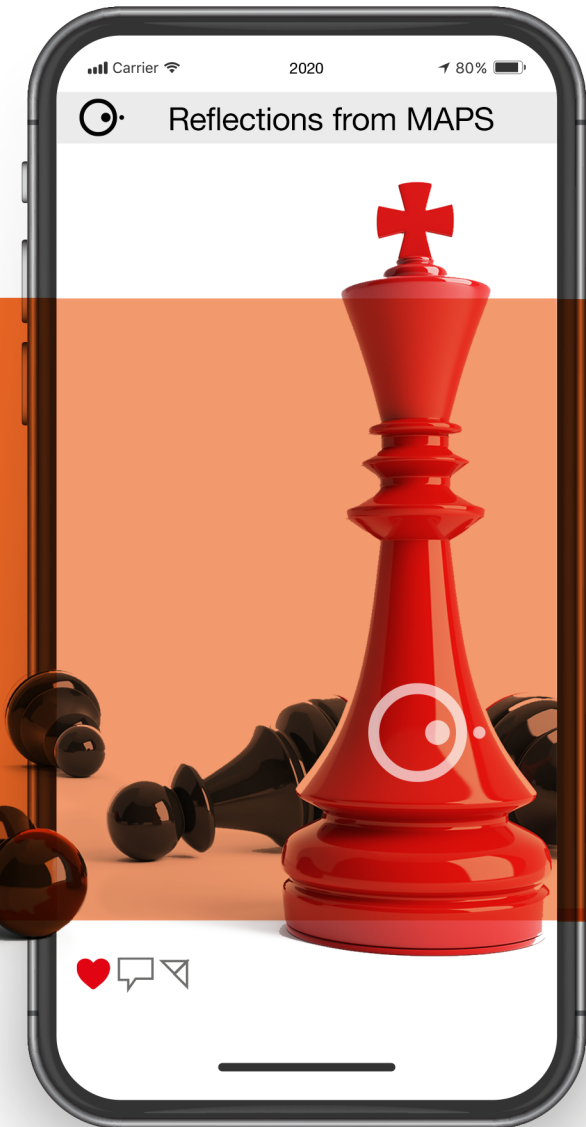
Key insight

**The data we input influences the output – is it a true reflection and does it support the strategic plan?
We need to understand and be more receptive to technology to help us improve patient lives and create better communications.**

The Importance of Medical Strategic Planning

- Understand your environment
- What do you want to achieve?
- Know your audience
- Analyze your data
- Identify your tactics
- Remember the patient
- Measure your impact

We should utilize informed approaches in decision-making to drive the medical strategic planning process. Medical Affairs teams should realize the value of data during the strategic planning cycles throughout the year.



Real-World Evidence (RWE) Roadmap

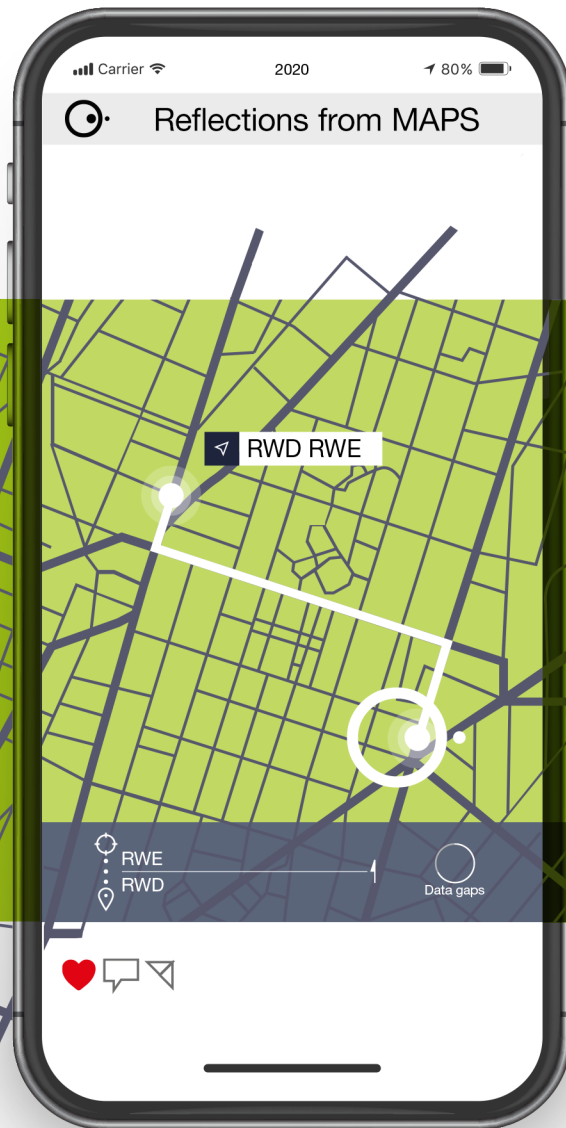
Why You Need One and How to Develop It

There are multiple types of real-world data (RWD) and RWE – think about what your aims are to decide which works best for your research.

Be systemic in your review:

- Meta-analysis network
- Indirect treatment comparison
- Economic modelling
- HEOR strategy
- RWE gap analysis

Recognize how cross-functional teams work together to develop a strategy-aligned tactical plan to address RWD gaps.



Innovation in Biopharmaceuticals

There have been some great innovations in targeted therapy areas but there are significant challenges remaining; working together will help us overcome these.

Diagnostic devices

Drugs

Harnessing technology early

Transformational innovation

Key insight

The ultimate aim of innovation is to improve patients' quality of life.



Beyond “Patient Centricity”

True Patient Partnership in the Pharmaceutical Industry

The voice of the patient is critical to successful drug development.

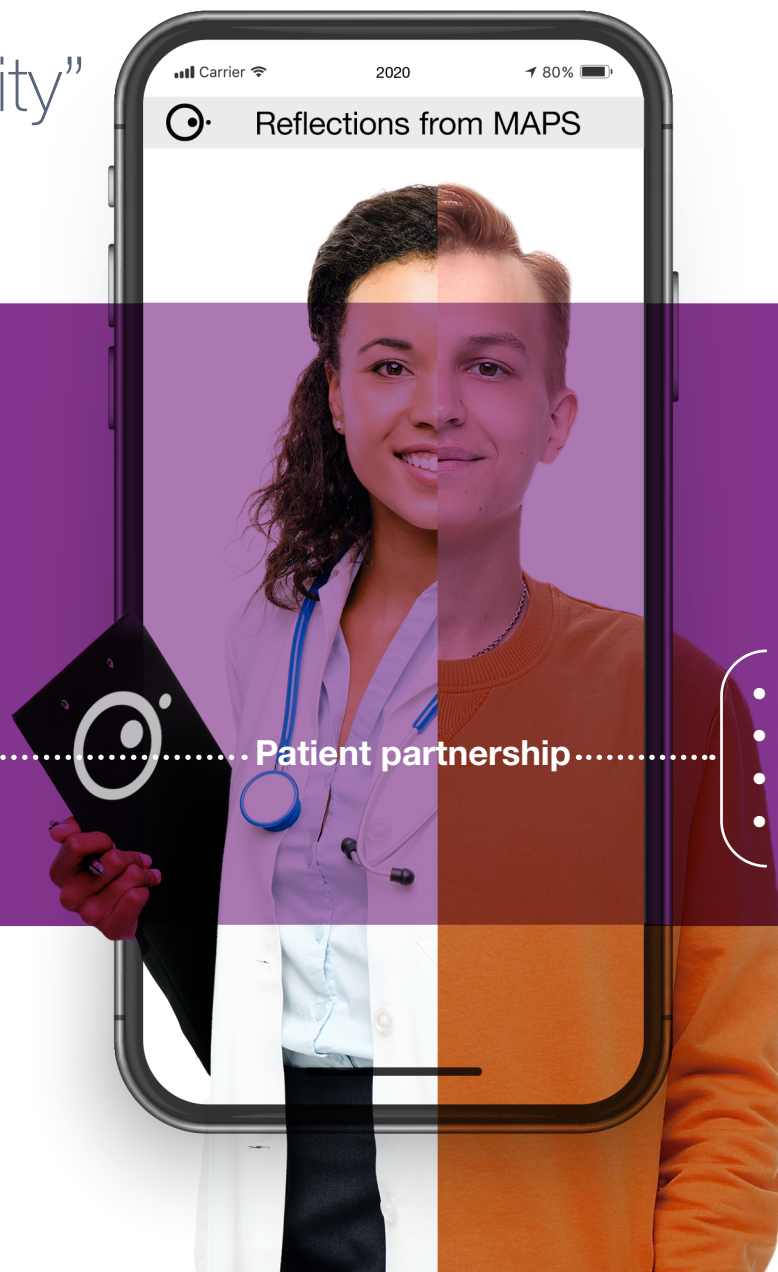
- Make it easy to get involved
- Compensate at fair market rate
- Choose a diverse and inclusive group
- Be transparent about success rates

Patient partnership

- Increased enrollment
- Improved awareness
- Better engagement
- Honest ongoing feedback

Key insight

Patients need to be brought in throughout the process, not just at the beginning or the end.





Patient Engagement in the Pharmaceutical Industry

Different Perspectives

- Everyone is an expert of their own body
- We're all patients at some point, so let's put ourselves in their shoes
- Patient centricity is essential and sustainable
- Keep communicating clearly
- Review guidelines and policies

Key insight

Happy patients = reinvestment = successful business model.



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