



Want to gather Insights?

Use* these Medical Affairs Tactics




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*Please always ensure compliance with your local and company guidelines when undertaking activities



Face to Face meeting

Face to face meetings with KOLs and HCPs are a great way to gather Insights. Insights can come to you naturally during the conversation, or you can proactively steer the conversation to the topics you need Insights on.

Suitable for: in-depth, complex Insights: having this one on one time with the HCP gives you the opportunity to really dig deeper and fully understand the opinion or situation of the HCP. 

Do's: Ask the right questions and listen. This is not about you, use all your focus to understand the HCP and get the full Insight

Don'ts: try to share your opinion or showcase your knowledge. Give room to the HCP to share.



Advisory Board Meeting

Advisory Board Meetings are a high powered Insights gathering tactic.

Suitable for: in-depth, complex Insights where you expect the discussion among KOL peers to provide added value over just a F2F meeting.

Do's: ensure you use the correct working form for your meeting: just having a discussion is not always the best way to gain advice and insights. Debates, discussion in smaller groups, association exercises are all different ways to gain Insights. And they can be fun too! Follow up F2F with each participant to deepen your understanding.



Don'ts: use the time in the meeting to push your own information. This is not compliant and does not give a good impression.

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Medical Information

HCPs contacting you to ask a question or discuss a difficult patient case: what a perfect opportunity to learn more! Not just individual discussions will give you Insights, but also trends in the type of queries that come in will be interesting.

Suitable for: understanding real clinical practice and real life use of the medication



Do's: it should be your first priority to answer the query so that the HCP and the patient can use the medication in a safe and responsible manner

Don'ts: ask questions to gather the Insight that are not also helping you answer the question to your best ability. Your first priority is to answer the query.



Speakers briefing

During a Speakers Briefing with your KOL speaker, you will be able to discuss the content and gain a better understanding of their opinion and experiences. Also, your KOL is likely to better understand their peers' educational needs and interests.

Suitable for: understanding the real opinion of the KOL on scientific topics and also gaining better understanding of the perceived audiences interests and needs.



Do's: ensure there is a lot of room for input of the KOL on the topics and content of the presentation. Within compliance boundaries, ofcourse.

Don'ts: try to convince the KOL of your point of view. He/she is likely to know exactly what the audience needs and how to share this information.



Scientific Congresses

At Scientific Congresses, the newest data and latest news will be discussed. Both the presentations and the discussions that ensue will provide interesting information that can be the basis for an Insight. Also, your conversations with HCPs outside the sessions can provide great Insights.

Suitable for: a general understanding current state of practice and the opinion(s) of the HCPs attending.



Do's: plan your congress so that you find a balance between attending sessions that are interesting, and time for networking. Also monitor social media (twitter, linkedIn etc) to hear what HCPs are saying about the data.

Don'ts: only go to scientific sessions without networking, or the other way around. You need to make the most of all the congress has to offer!

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Hospital presentation

Presenting scientific data to a smaller group of HCPs in a hospital is a perfect opportunity to not only share data, but also to increase your understanding of clinical reality and HCP opinions.

Suitable for: getting a better general understanding of clinical reality and finding out hot topics or opinions in the hospitals

Do's: ensure there is a lot of time for discussion and questions during your presentation. Prepare statements, polling questions or case studies beforehand in case discussion does not happen naturally. If possible follow up F2F with participants.



Don'ts: only present your data and be relieved no one asked any questions. This would be a wasted opportunity.



Yes, there are also many other ways to gather Insights.

Would love to hear your opinion!

My name is Maaïke Addicks.

I am a seasoned Medical Affairs Expert who provides training, consultancy and keynotes to help Medical Affairs Teams create more impact.

Connect with me and visit my website: www.medicalaffairs.nl



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Training

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