

Medical Affairs in one glance:

The 5 pillars of Medical Affairs impact

Strategic Leadership and Governance

KOL planning + engagement ①	Gathering insights ②	Data dissemination ③	Data generation medical project ④	Internal collaboration ⑤
Identification, mapping, setting goals, building and maintaining relationships	Reactive and proactive insights gathering to inform strategy and activities and improve care	Sharing information on science, disease, treatments and other topics in a non-promotional way	Care improving projects, patient access, data generation to improve health care	Internal training, support with materials, dossiers, internal scientific expert

Foundation:

interpersonal skills, scientific knowledge, Medical Affairs knowledge and skills, self development, flexibility and enthusiasm

Did you know you can capture the whole of
Medical Affairs in 5 pillars?
Want to know more about these pillars?
Swipe to the right!

Can it really be that simple?

The whole, complex and rich role of Medical Affairs captured in 5 pillars?

Really?

Yes, really.

For all the things we do come down to 5 big areas of impact.

These are the strategies we employ.

This the value we bring.



I designed this model 6 years ago and it has been tested in numerous trainings, consultancy sessions, workshops and keynotes.

And it hasn't failed me yet.

Curious?

Read on!



KOL planning and engagement

1

Strategic KOL planning and engagement is at the core of what we do.

Our relationships with the top tier HCPs in the clinical field are essential for our mission to improve patients lives as well as the success of our company.

Now mind you, this is about more than just having a social chat with these very smart and influential professionals.

We need to be strategic in our identification, goal setting and interactions, with the ultimate goal to form partnerships that will benefit all stakeholders, with the patient in the center.

KOL engagement can be a challenge sometimes, but what a privilege it is to be working with the most passionate and driven HCPs in the field!





Gathering Insights

2

Insights are the gold we bring into the company.

Our understanding of the clinical field and our ability to ask the right questions to the right people, make Medical Affairs excellent in gathering these Insights.

In addition, we have great tactics to our disposal to help us do this, like Advisory Board Meetings, but also all the clinical discussions and scientific presentations we do are amazing opportunities to gain further understanding.

Don't forget that the way you report the Insights internally is extremely important as well, because an Insight can only make an impact if it is communicated in the right way to the right stakeholders!



Data dissemination

3

This is probably our most well-known pillar.

We are very good at discussing, educating and presenting.

As long as we stay on-label, we can be quite proactive about this, and we have many different tools we can use for the dissemination of data: F2F, presentations, webinars, symposia, CME are just some examples.

If done well, multichannel communication can be a real amplifier.

Reactively, off-label information can be shared as well, and this is where we can provide real value to HCPs who need further information to make the best decisions for their patients.





Data generation and medical projects

4

This is where we have the biggest direct impact on patients lives:

Generating data will help HCPs make informed choices and possibly even change clinical practice.

Early access programs will make medication available to patients that would otherwise not have had the option, and medical projects have the potential to improve diagnosis, treatment, quality of life, care paths or other aspects of the patient journey.

Many activities in this pillar can only be performed by Medical Affairs due to the non-promotional nature of the role, as the choices we make and the way we set things up should not be led by commercial motives.

Activities in this pillar are often very satisfying but also quite complex and never a quick fix.

We need to have patience and tenacity and may work for years on a project or study before we see any results.

But once the result is there; it is often very impactful.




Cross functional collaboration

5

Now this is a special one.

For a pillar that is rarely mentioned in our mission and vision, that is usually not described in our Medical Plans, that often does not have any budget or resource allocation and is seldom mentioned when we discuss our impact, WE SURE DO SPEND A LOT OF TIME ON IT!

Training our commercial colleagues, finding references, improving and approving promotional materials, writing summaries and explanations, briefing medical writers, designing scientific presentations, the list goes on and on. 

All very important, impactful and sometimes fun work, but it is largely invisible, way more work than people think, and often taken for granted.

This is one of my pet peeves.

We need to get better at making this visible.

Describe its value.

And the workload.

Some suggestions on what to use the 5 pillar model for:

1. The 5 pillars can be your strategies in your Medical Plan. They conveniently capture all your activities and will give your plan a clear structure
2. Use them when describing your value and role. The 5 pillars can be the perfect answer to the question: “so what do you do exactly”?
3. Job descriptions, vacancies, growth plans, resource discussions; pretty much anything that requires a bit of structure around the role can benefit from the pillars
4. To increase your impact by changing your activities to support as many pillars as possible at the same time

Any other ideas? Let us know in the comments!



Hope that was useful

Would you like to learn more?

Connect with me on LinkedIn and visit my websites:

www.medicalaffairs.nl

www.schoolofmedicalaffairs.nl



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