

# DOGS IN PHARMA

AN IDENTITY ANALYSIS IN 11 BREEDS

Medical Affairs



Medical Information



Compliance



General Management



Pharmacovigilance



Regulatory Affairs



Sales



**Curious?  
Have a  
look!**



Marketing



Public Affairs



Market Access



Finance





## ***MEDICAL AFFAIRS, Border Collie***

*Smart, strategic, slightly obsessed with evidence.*

Just like a Border Collie, Medical Affairs is tireless, precise, and absolutely needs things to be backed by data. Their memory is amazing and they really care about making sure no patient is left behind.

Needs to be let out to run freely for optimal happiness and impact



***MEDICAL INFORMATION, Labrador Retriever***  
*Reliable, loyal, friendly, gets the job done without drama.*

Med Info is always there to answer the question and save the day. She fetches information, no matter how far flung, and brings it to the right people immediately.

Tail wag optional, credibility guaranteed





## ***PHARMACOVIGILANCE, Basset Hound***

*Nose for safety, ears to the ground, and never misses a signal.*

They might look chill, but they will sniff out adverse events like a Basset on a hunt. Will follow-up on minimal case information until the picture is clear. Also known for having better recall than anyone when it comes to historic safety data.



## ***REGULATORY AFFAIRS – Bulldog***

*Stubbornly persistent and masters of navigating  
bureaucratic mazes.*

Like a Bulldog, Regulatory keeps pushing until the submission goes through; no matter how narrow the EMA guidance or FDA approval pathway is.

They are always there, reliable, up to date and well connected



## ***SALES, Golden Retriever***

*Charming, sociable, and loves being around people*

There is no end to the enthusiasm of the sales team.

If you're having a bad day, Sales will show up,  
wagging and smiling, having smart conversations,  
using a leave-behind.

Never underestimate their networking power; they will  
make anyone feel special and build relationships in a  
wag of the tail.



***MARKETING, Poodle***  
*Elegant, polished, but strategic!*

Marketing sometimes seem to be the only one that  
cares about looks.

Grossly underestimated for their brains, but behind  
that fancy grooming lies a mastermind of market  
segmentation and branding wizardry.



### ***PUBLIC AFFAIRS, Irish Setter***

*Flashy, energetic, and knows how to be seen in the right places*

Public Affairs is out there shaking paws, attending galas, and building coalitions. Like an Irish Setter at a dog park, they're red, radiant, and absolutely everywhere at once.

They need a lot of room to move and socialise.





## ***MARKET ACCESS, Bloodhound***

*Laser-focused on the trail to reimbursement*

Market Access will track payer insights across impossible terrain. Like a Bloodhound, they are relentless until they find a pathway to reimbursement, even if it involves 600 pages of HTA documentation and 8 different HEOR models.



## **FINANCE , Shiba Inu**

*Independent, disciplined, and not always amused by your budget assumptions*

Finance is the Shiba Inu of pharma: dignified, reserved, difficult to read. They live by their own rules and may not respond when you call. They can perform magic with an excel spreadsheet.

They guard the food. Make sure you're their friend



## ***COMPLIANCE, German Shepherd***

*Loyal protector of ethical boundaries; with teeth*

Alert and intelligent like a German Shepherd, Compliance is ready to guard the patient, company credibility and frankly, your job.

Trained to detect risk before it surfaces, they act swiftly and decisively and sometimes need to show their teeth.

This doesn't mean they don't want a cuddle occasionally.



## ***GENERAL MANAGEMENT, Great Dane***

*Tall, calm, commanding, and surprisingly gentle (until Q4)*

A Great Dane doesn't need to bark to be heard. GM surveys the landscape, keeps all departments in line, and occasionally knocks over a few KPIs just by walking through the room.

They often look like they're not paying attention, but believe me, they are!



Hope that was useful.

Or at least entertaining.

Would you like to learn more?  
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**Maaïke Addicks, MD**

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