

# Webinar

How can Medical  
Affairs help  
optimum care  
delivery?

# Welcome

CELEBRATING  
**20 YEARS**  
OF IMPACT

**VINTURA**

# Agenda

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Our session will be  
recorded



Please use the Q&A  
function to ask questions  
to the panelists



Redefining optimum care delivery  
and role for Medical Affairs



A maturity journey for Medical  
Affairs



Medical Affairs as a partner  
driving patient-centric solutions



Q&A session

# Vintura's passionate consultants create impact in Life sciences & Healthcare

## OUR EXPERIENCED & PASSIONATE TEAM



### 30+ EXPERIENCED PROFESSIONALS

Combined over 300 years of relevant consultancy and project management experience



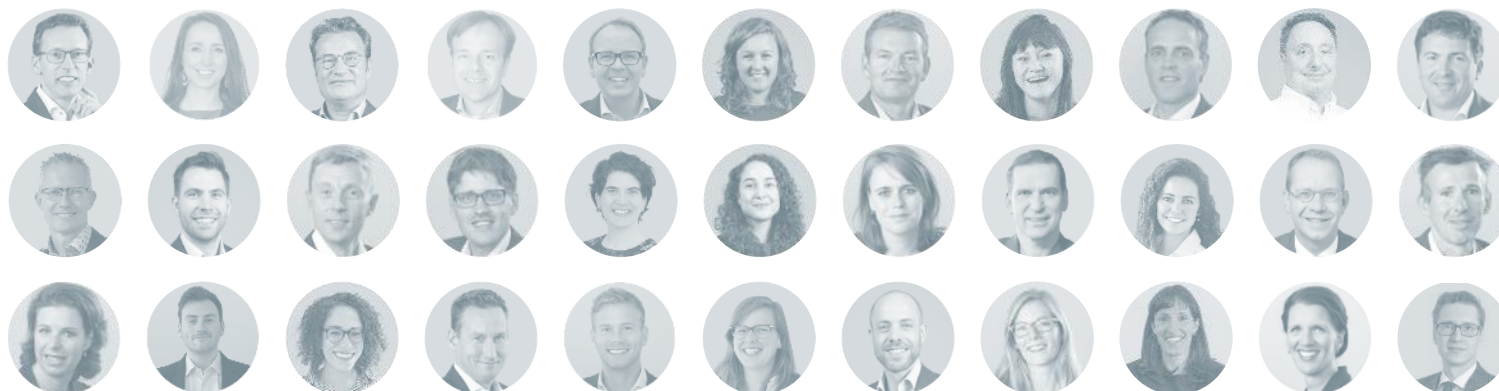
### WITH DEEP INDUSTRY KNOWLEDGE

From former HCPs to pharma managers and big 4 consultants, focused on and passionate about Life Sciences and Healthcare



### DRIVEN BY OUR CORE VALUES

Being ambitious and brave in finding the best solutions. Being empathic and sincere to create maximal commitment



## OUR LOCATIONS



1000+ employees

32 offices worldwide



## Meet your panelists

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**Tomasz Kluszczynski**  
*Partner Germany*



**Mark Tolboom**  
*Partner Netherlands*



**Pim Kooreman**  
*Sr. Consultant*



**Natalia Eitel**  
*Sr. Consultant*

After this webinar, I will better understand...



### **Why is it urgent to optimize care delivery?**

Healthcare trends impose a new role for Medical Affairs in the future



### **How can Medical Affairs transform?**

The journey towards the integrated Medical Affairs function



### **What impact can we have?**

Medical Affairs as a partner driving patient-centric solutions



# Agenda

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## Redefining optimum care

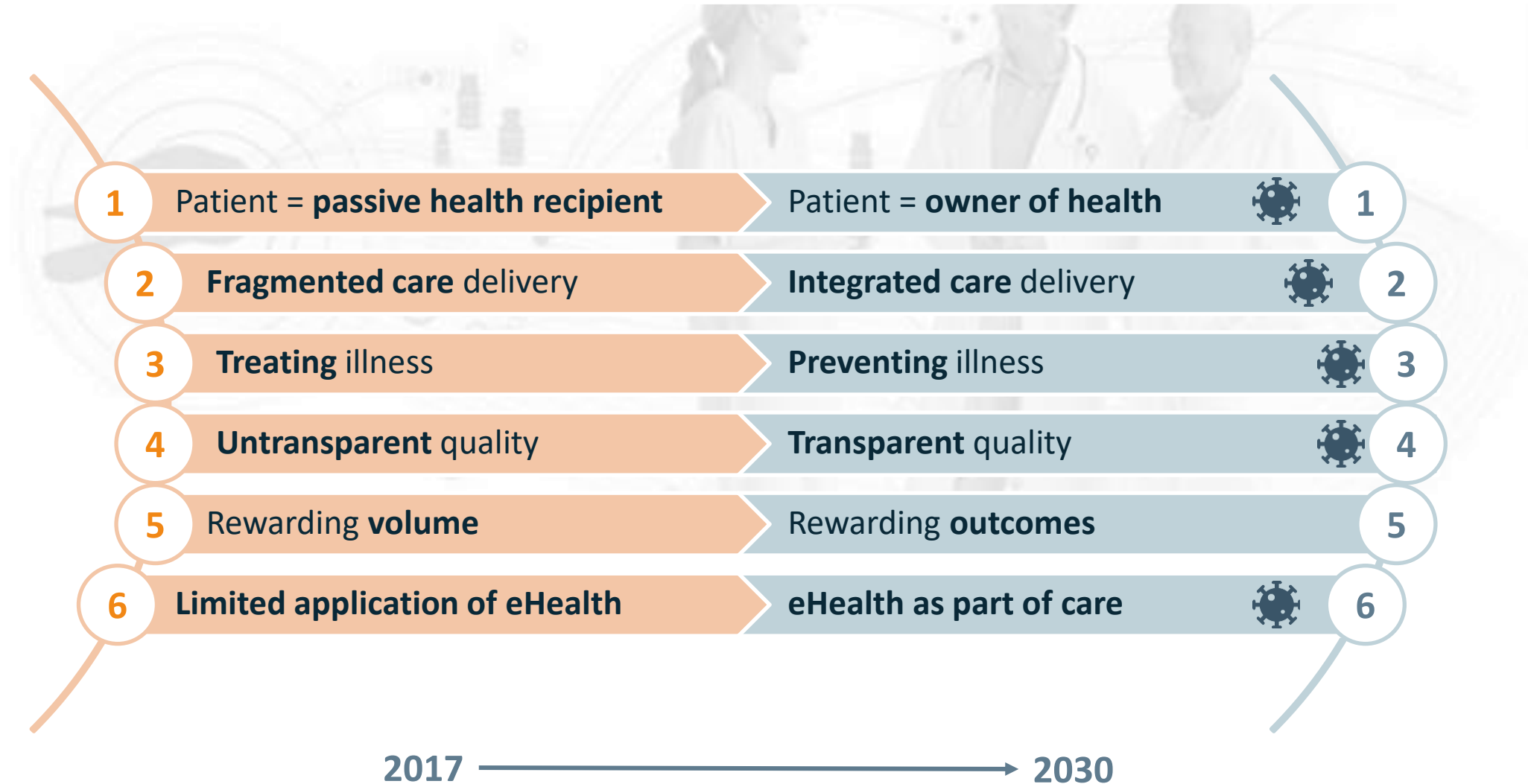


Natalia Eitel  
*Sr. Consultant*

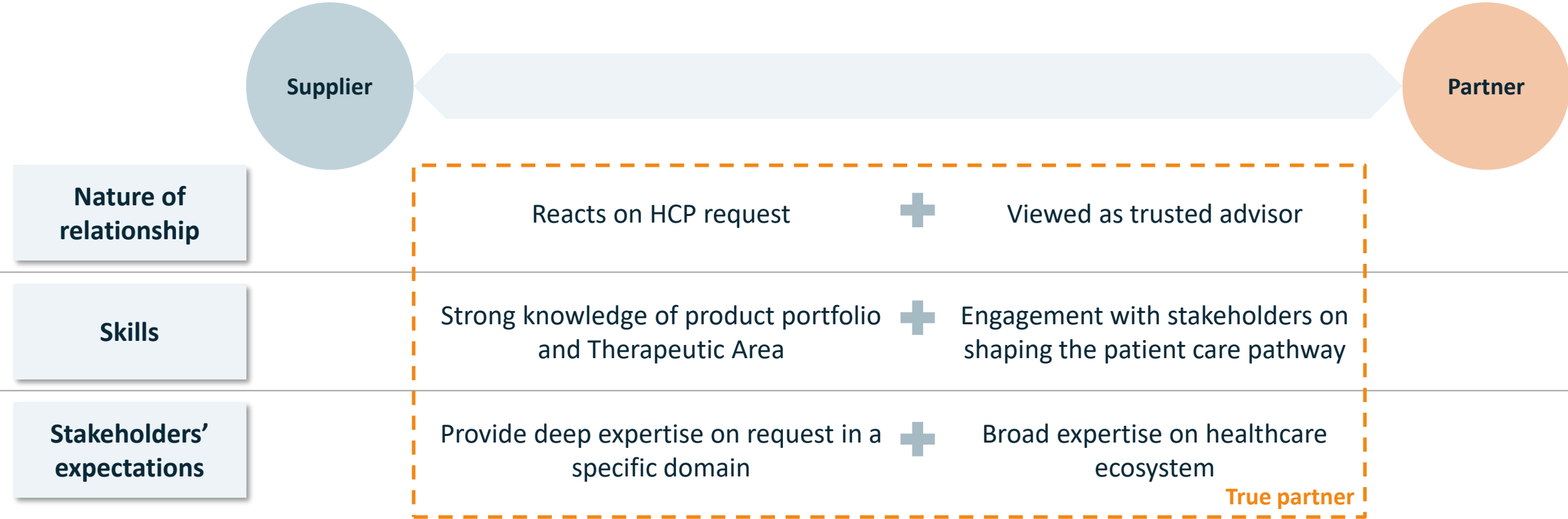


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# The definition of optimum care is shifting



# The industry should move from provider of products to partners in health



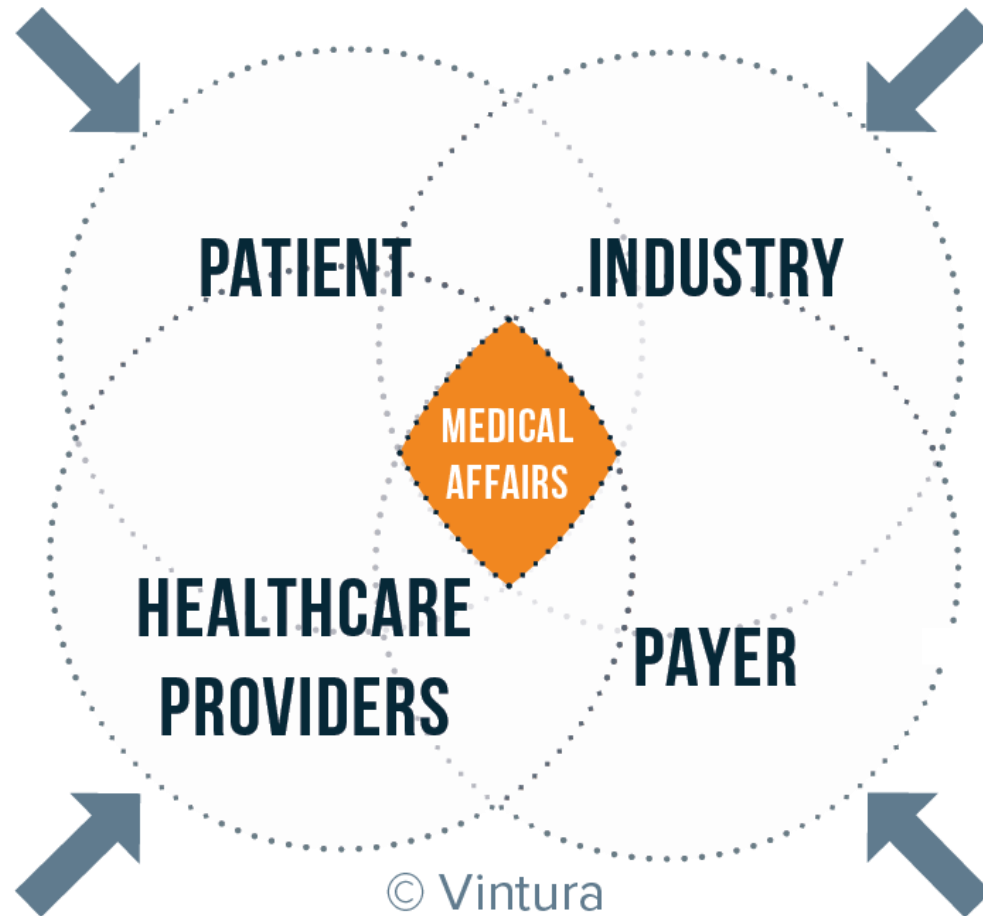
*A shift to become a true partner requires thorough understanding of current trends & challenges*



*“The pharma industry needs to **change their model transitioning from a pill to a platform company.** [...]”*

*The Medical Affairs function has the potential to **modify the pharma companies and healthcare.**”*

# Medical Affairs is uniquely positioned to connect stakeholders



Medical Affairs is...

...**fact-based**

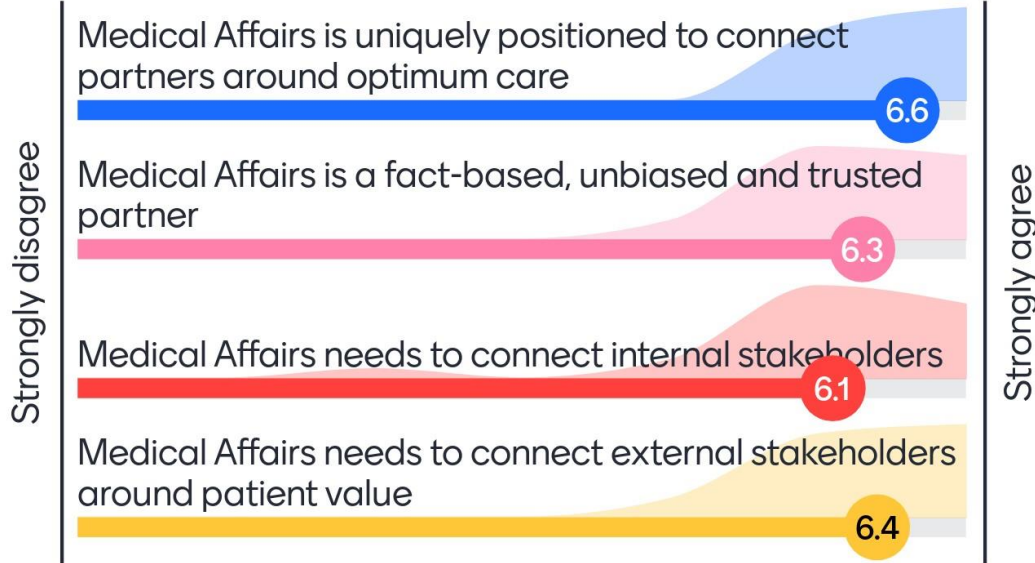
...**unbiased**

...**trusted partner**

# Do you agree with our analysis?

## How strongly do you agree with the following?

Mentimeter



# Agenda

## The role of Medical Affairs in an integrated model of care

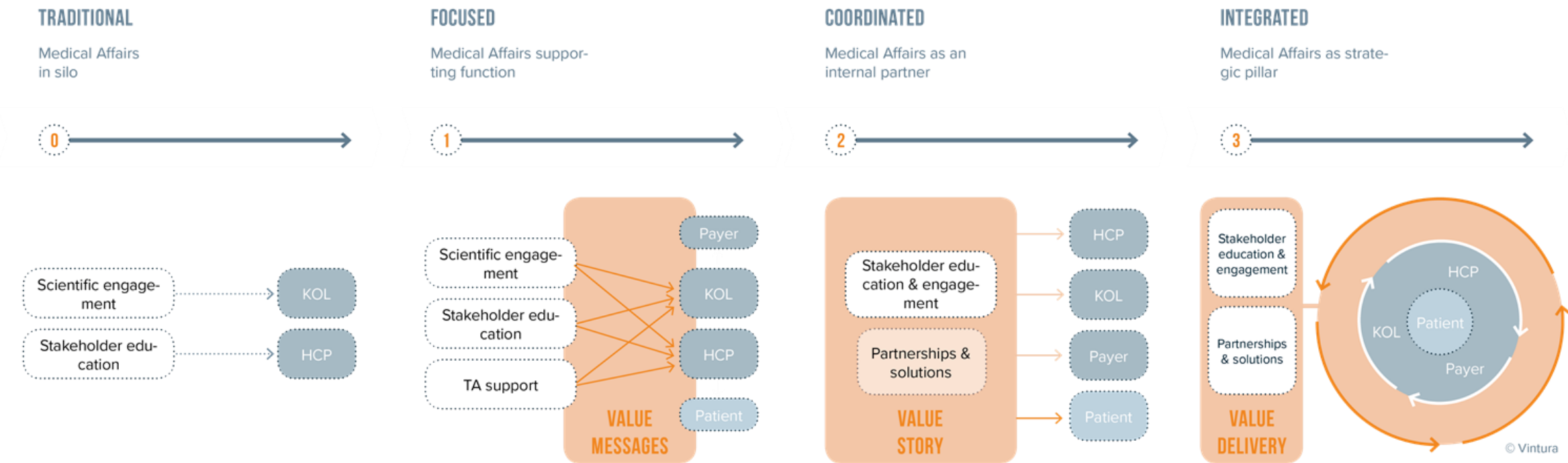


Pim Kooreman  
*Sr. Consultant*



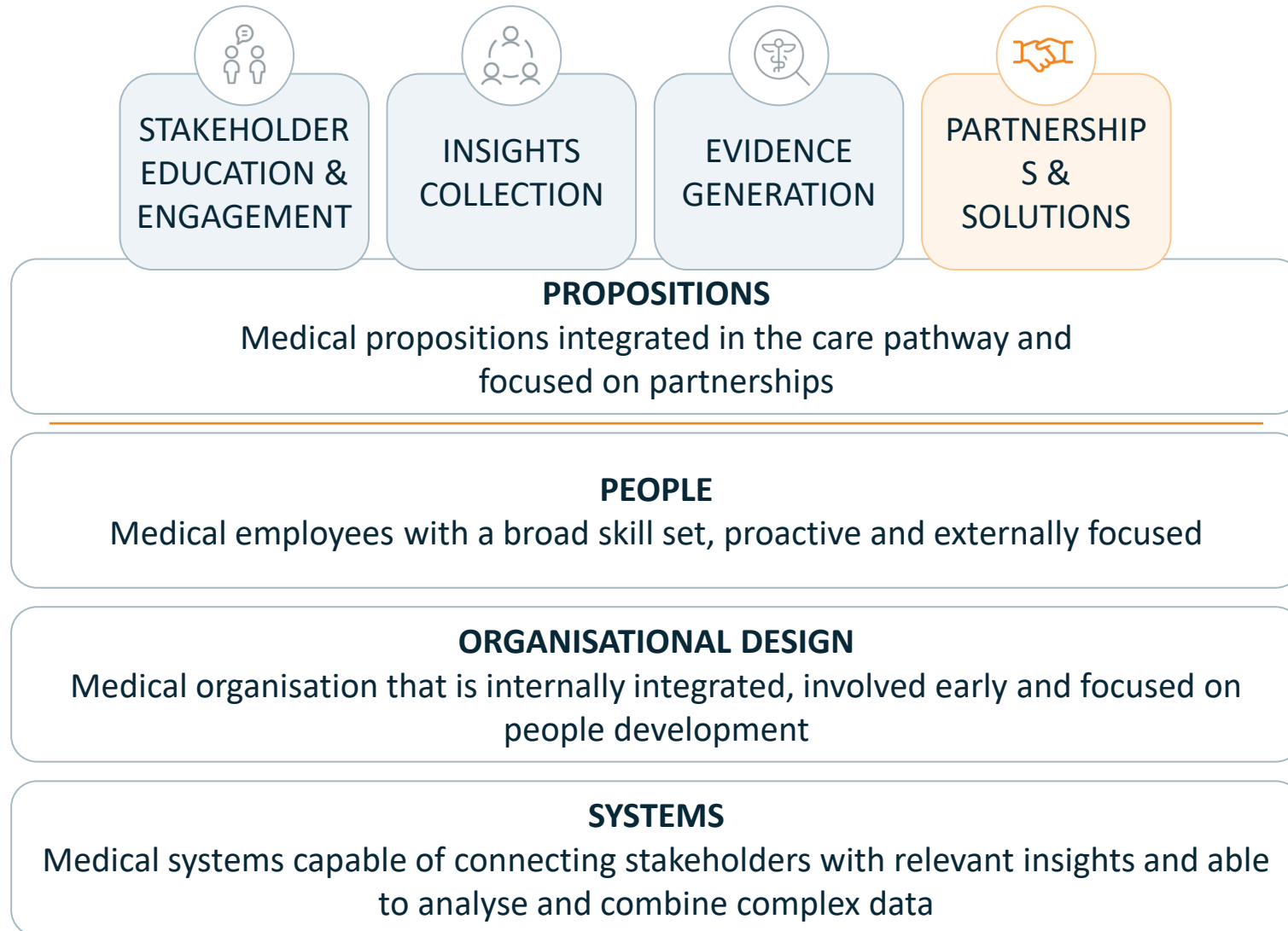
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# Medical Affairs must evolve from supporting function to strategic pillar

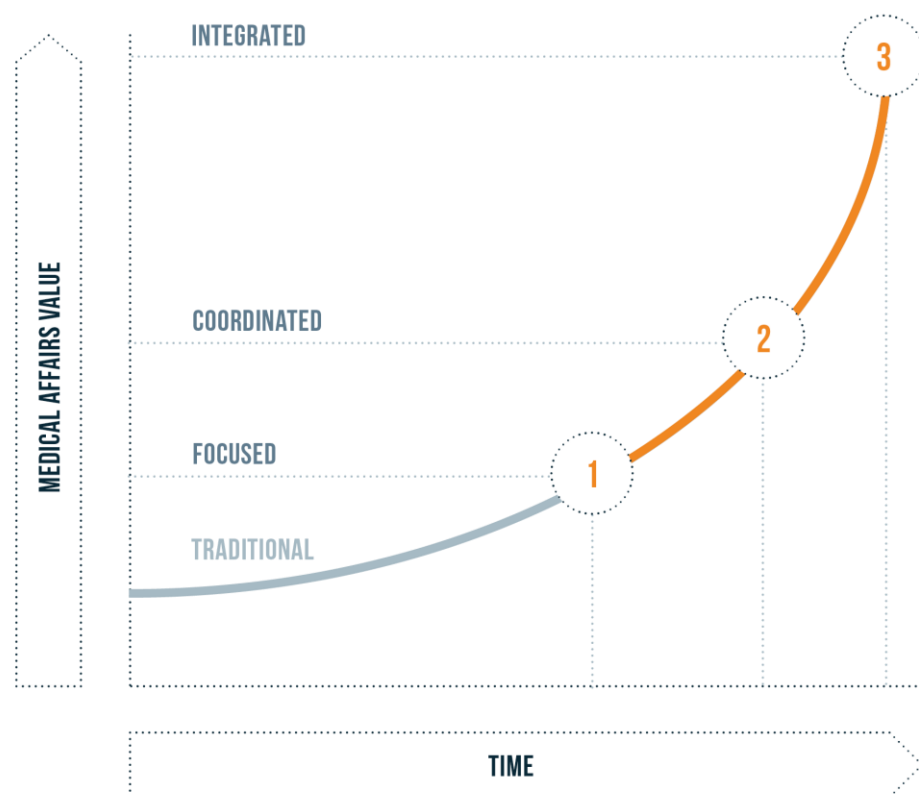


Source: Vintura’s Whitepaper “Medical Affairs in transition – Towards a fully integrated model”

# The integrated Medical Affairs extends its focus to co-create solutions



# Along the maturity journey, the value of Medical Affairs increases



## **INTEGRATING** Medical Affairs will improve patient care and industry reputation

- \ Medical affairs will partner with external stakeholders to improve care
- \ This partnership will build trust and will benefit society improving industry reputation as a whole

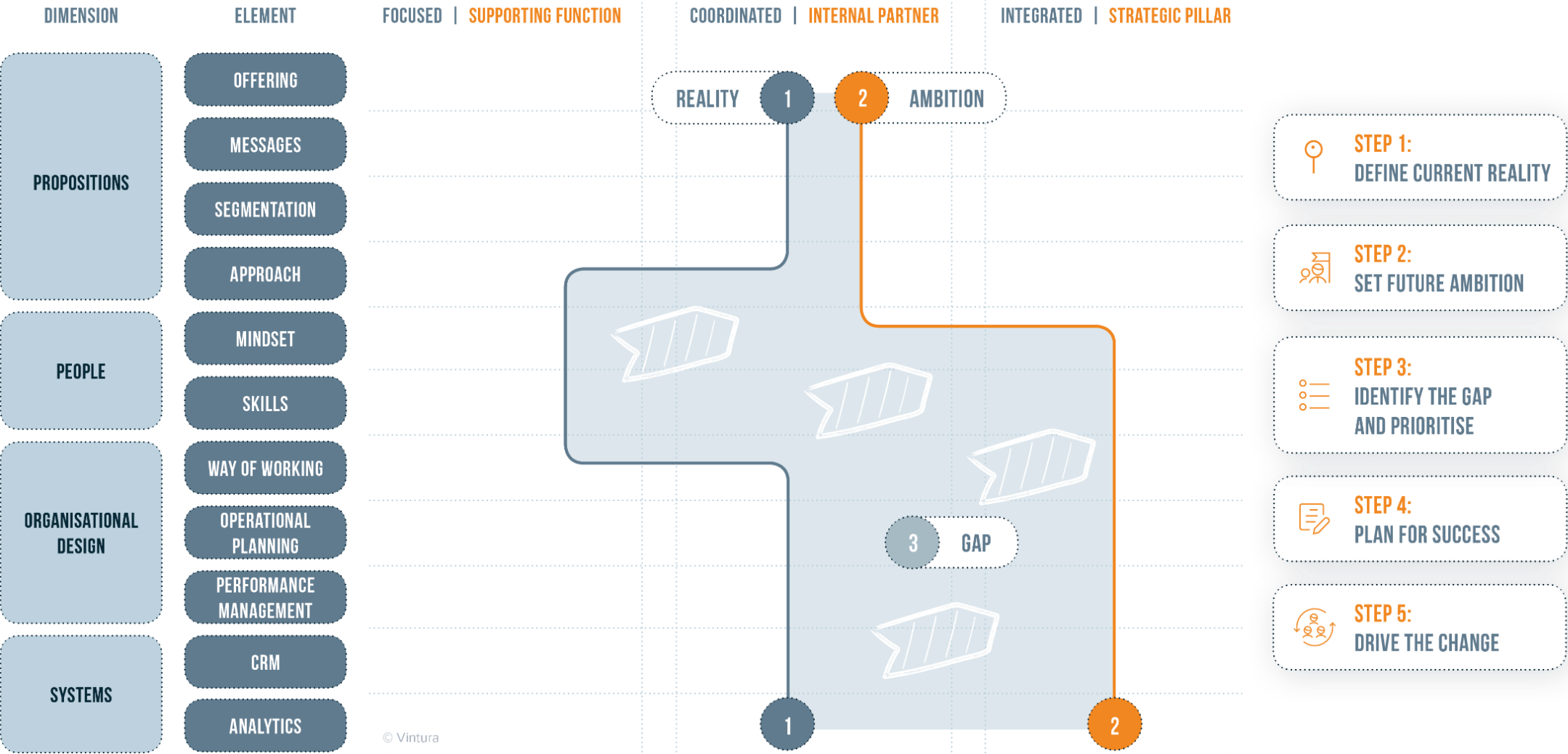
## **COORDINATING** Medical Affairs will optimise patient access to medicines

- \ Medical Affairs will engage beyond science communicating a compelling value story
- \ Early engagement with key stakeholders will allow industry to identify and align with key unmet needs driving launch excellence

## **Moving to FOCUSED is a must!**

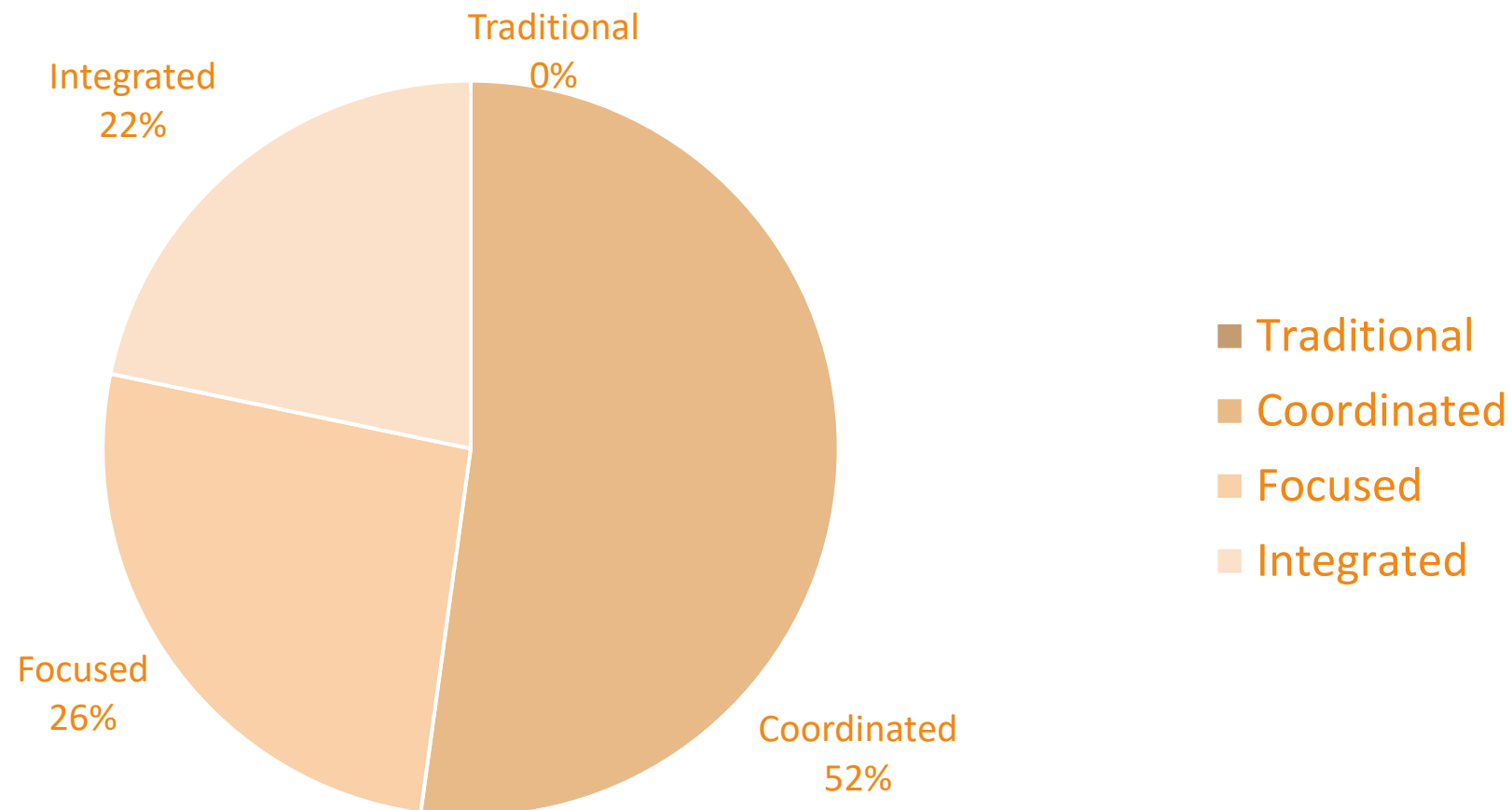
- \ Structured engagement planning aligned with overall strategy and prioritising the right stakeholders realises first cost efficiencies
- \ Aligned value messages will ensure proper external education improving patient treatment

# To start this maturity process, we see a clear transformation roadmap





## Where do you believe your Medical organization is at the moment? – Polling report



Do you want to confirm where your Medical Organization is at the moment?



Scan the QR code and  
complete a 5-10 minutes survey  
to get your results in your inbox

***“It’s not a ‘digital strategy’, it’s the strategy for navigating in the digital world”.** There is a big difference – not just equipping our teams with the right technology, but also **being skilled and comfortable** in communicating virtually. Technology is ready; I don’t think we’re as ready as the technology.*

MAPS interview with Isma Benattia, MD, MBA, Vice President, Medical Affairs,  
Amgen Europe about digital MSL interactions with healthcare providers

# Agenda

## Medical Affairs as a partner driving patient-centric solutions



Mark Tolboom  
*Partner Netherlands*



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# Vintura is creating impact together with Medical Affairs across the globe

## WE ARE EXPERTS IN MEDICAL AFFAIRS

In the last 18 months we have worked with global, regional and local Medical Affairs teams of major pharma and biotech companies

CUSTOMER SATISFACTION SCORE  
MEDICAL AFFAIRS ENGAGEMENTS



*Vintura have been excellent partners throughout our project work together, being creative, responsive and experienced in their approach.*

**Global Lead Medical Communication Strategy, Global Pharma**

*I have experimented that Vintura is customizing a solution starting from our needs + spending the time required for a full delivery.*

**EMEA Therapeutic Area Lead, Top5 Global Pharma**

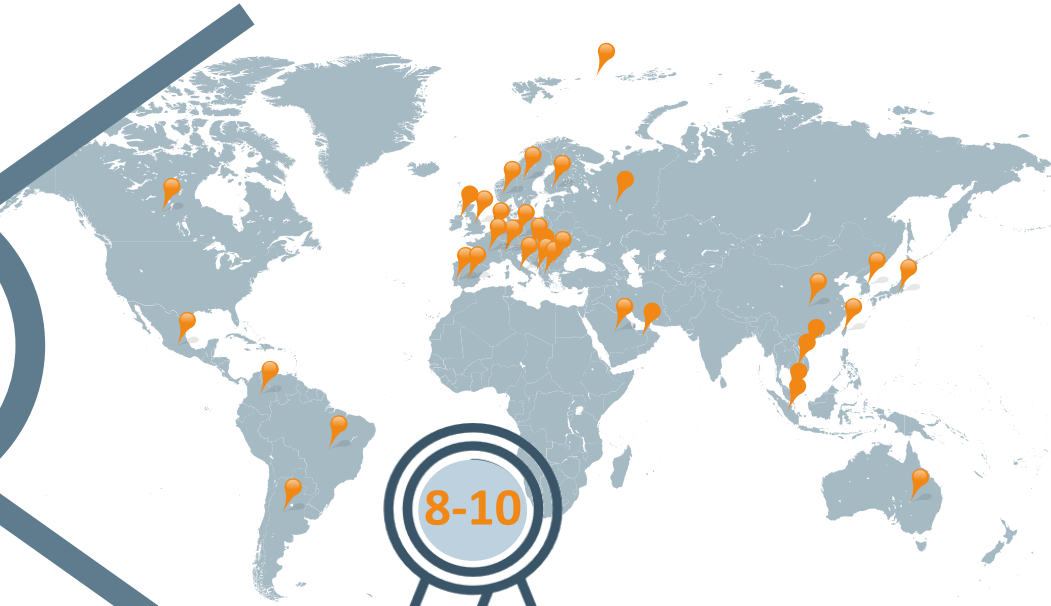
*A very comprehensive project, took into consideration the peculiarities of every country that was included.*

**LatAm. & GCC Med. Aff. Lead, Top5 Global independent Biotech**

We connect well  
with corporate &  
affiliate  
stakeholders

## WE CO-CREATE ACCORDING TO LOCAL NEEDS

In the last 18 months, we have worked with Medical Affairs teams in more than **35 countries** across the globe



SATISFACTION RATINGS  
FROM LOCAL TEAMS

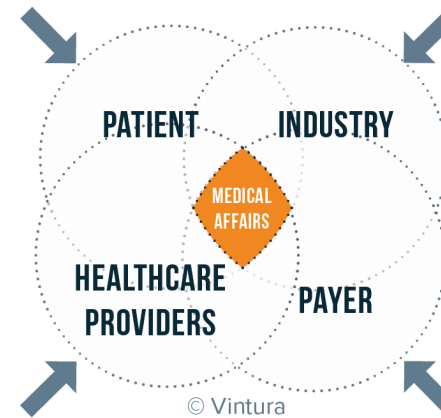
# Improving care for patients by designing optimum care pathway

## Context

- Focus in cardiovascular-care is currently mainly on acute phase, immediately after the event
- Limited insights in outcomes of secondary prevention care (within hospital and over the care lines)

- Improved quality of care, resulting in better health outcomes

- Shared knowledge on integrated care path way
- Provided resources for data mining



- Improved quality of care and more patient treated according to guidelines

- Lower health care cost (avoiding re-events, efficient care delivery)

## Role of medical

- Initiated the project with group of enthusiastic specialists
- Part of project team while designing care pathway and designing outcome parameters

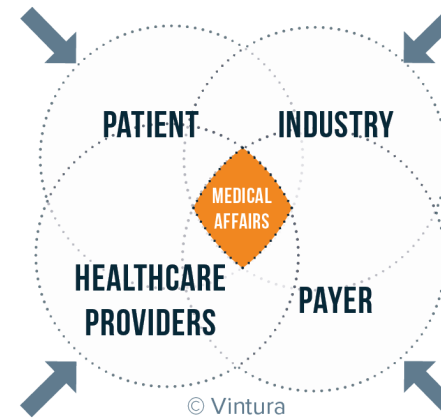
# Transferring oncology care towards home to address healthcare needs

## Context

- Inconvenience for patients and caregivers (travel, hospital setting etc.)
- Limited day-care capacity (# of chairs) while oncology incidence is increasing
- New technologies enable Care@home

- Patient satisfaction
- Improved quality (QoL and treatment)

- Positive effect of industry image
- Improve access to our products



- Improved adherence and quality (QoL and treatment)
- Release capacity at fully utilized day care

- Moving care from the hospital towards the home situation
- Improving the total cost in the care cycle

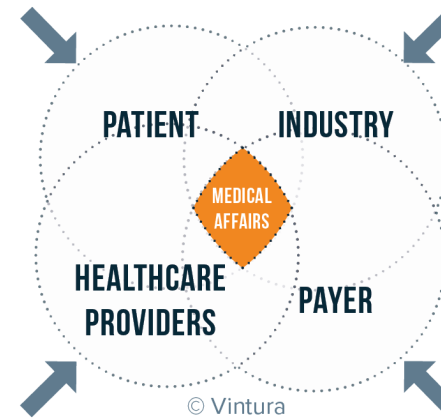
## Role of medical

- Supportive in the project
- We believe medical can play a role in determining parameters to measure impact, RWE generation.

# Creating regional care networks to optimize treatments for high risk patients

## Context

- Trend in concentration and further specialization of the care for sub group of patients to improve the outcomes
- Collaboration between several hospitals is required to enable this
  - Access to latest knowledge
  - Improved outcomes



- Improved utilization of the knowledge in the care network

- Improved insights in the impact of interventions for high risk patients
- Improved infrastructure for studies

- Harmonized protocols and specialization of care regarding high risk patients

## Role of medical

- Initiated the project with group of enthusiastic specialists
- Co-creating total care pathway and outcomes (medical and QoL) to measure the impact



# Key lessons learned based on our experience



**Step-up as Medical** and play the key role you can play!



**Select the right partners!** (e.g. innovative hospitals are more open to partner with the industry. Alignment with patients' associations to provide right focus on patient value)



Don't be afraid to **take a risk!** Sometimes it is needed to be credible (e.g. outcomes-based solutions)



**Don't keep a hidden agenda!** Be clear what's in for you, for your partner and for the HC ecosystem



Select your battles wisely! Assess what is the **highest unmet need that you can address** and differentiate your solutions!

# Our call for action

## Which actions will you take tomorrow?

 Mentimeter

Take a proactive approach

Use your framework to evaluate our current state in medical affairs

Stay close to stakeholders and new ways of work

Be more proactive

Engagement

Plan for success!!!

Identify the gaps!

Support innovation and continuous improvement

Continue & lead the integrated model between medical, clinical, market access & commercial to deliver impactful patient value



# Questions?



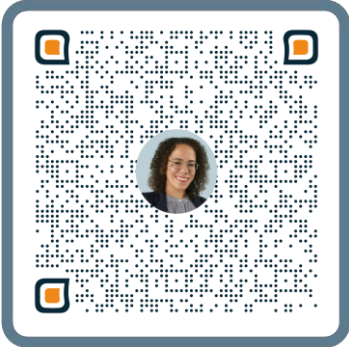
Contact Tomasz



Contact Mark



Contact Pim



Contact Natalia



Visit our website

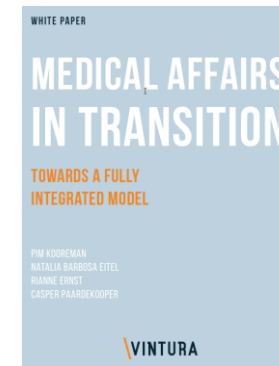
We actively contribute to Medical Affairs community by sharing our views & experiences, by sharing & educating relevant stakeholders

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