

Webinar

How can Medical
Affairs help
optimum care
delivery?

**Frequently
asked
questions**

CELEBRATING
20 YEARS
OF IMPACT | **VINTURA**

Topic	Question	Answer	Resources available
Trends impacting Medical Affairs	Do you see MSLS substituting sales reps in our external interactions?	One of the main trends affecting the industry is the preference of HCPs and other stakeholders to have a more in depth medical-scientific discussion , which is only possible with MSLS. We don't believe that sales reps will completely be substituted since their commercial goals are still relevant and vital to the industry. However, we do see a clear and industry wide change in the ratio of MSLS to Reps favouring MSLS. HCP interactions are becoming more scarce and therefore Medical must play a more important role but also digitalization of engagement will be key.	
	How can we be as effective in our virtual engagements with HCPs as during our F2F interactions?	The digitalization phenomenon is one of the most discussed topics, when it comes to (in)direct impact on how Medical Affairs functions. COVID-19 drastically changed how we communicate with external stakeholders , and we see an increasing shift towards virtual interactions. This is also a great opportunity to MSLS to apply a multichannel approach, which is also the preference of many HCPs. Virtual interactions are easier to schedule and demand less time than a F2F meeting. It is a more efficient way to communicate and saves time both from the stakeholder perspective, as well as from the MSL perspective. Of course, it also brings additional challenges, e.g. connection problems or the inability to see each other (when cameras are off). We are supporting a client in JAPAC in a project that the focus is on the connection to HCPs during and after the pandemic. How to adapt our communication and channels to fulfil preferences from stakeholders. We also recently published a blog in which we share some of our digital and virtual best practices.	Read our blog
	Therapies are more and more complex, how can we ensure that we can provide enough details to HCPs and educate them on what is best for the patient?	Our role, as Medical Affairs, must include the translation of medical and clinical evidence into the right value narratives that focus on what is best for the patient. This narrative should cover unmet needs of all healthcare stakeholders, incl. patients, clinical experts, policy makers and payers. It is also the best way to create awareness on the disease area and provide the right tools to improve patient outcomes.	

Topic	Question	Answer	Resources available
	Do you believe that Medical Affairs teams should evolve to the integrated model?	No, not all Medical Affairs teams need to evolve to the fully integrated model. The value of moving into the integrated model is fully dependent on the overall company strategy as well as what TA you are active in.	
Medical Transformation	How do I know what my current maturity level is? How and who should set the maturity ambition?	<p>We developed a maturity scan translated into a survey, in which based on practical questions you are able to assess what your current maturity level is. The maturity level will be assessed in 4 different dimensions (propositions, people, organizational design, and systems). After answering the survey, you will get your answers per email.</p> <p>The best way to define your ambition is on a cross-functional setting. It is important that the Medical ambition is aligned with the company's strategy and the ambition of market access, commercial and R&D.</p>	Maturity survey
	How to make sure that internal stakeholders are aligned and communicating the same messages to all external stakeholders	It is important to set a clear ambition and create an aligned value narrative. With this value narrative in mind, you can create a patient-centric story underlined by scientific evidence. It is very important that all departments are aware of the aligned value story and that they have materials available that supports the same story. This ensures that the messaging is aligned throughout all external communications.	Read our case about Medical value story development

Topic	Question	Answer	Resources available
Solutions & Partnership	What are typical challenges when having co-creation sessions between hospitals and pharma?	We need to build and gain trust , i.e. discuss the total disease area and not only our own interventions/ therapies. We should share knowledge and new insights in this area. As Medical, our role is to be as patient centric as possible, that means that we must demonstrate the intention to improve the care and optimize the patient journey. Of course, treatment paradigm and the right choice of medications is part of the discussion but should never be the focus. We need to create awareness of the complete disease area and unmet needs of all stakeholders.	
	Where to start and how should I connect stakeholders around patient value, e.g. optimising care pathway?	This is not only a shift in the organization, but this is also related to a mindset and behavioural change. Specific capabilities require focus among Medical Affairs teams to prepare them for the future. Building stronger partnerships across the healthcare ecosystem, especially with policy makers, payers, clinical experts and patient representatives is key. This means that Medical Affairs teams need to have the right capabilities to be able to scope the right project, listen critically, and connect stakeholders to maximize value to patients and optimize care delivery holistically. But one of our main lessons learned is that you should select your battles wisely! Assess what is the highest unmet need that you can address and differentiate your solutions!	Read our case on how to build VBHC capability
	How can we become true partners with HCPs when external stakeholders are extremely busy and more reluctant to engage with the industry?	A key learning based on our previous projects with Medical Affairs and VBHC is that we should never keep a hidden agenda. Be clear from the start about what's in for the you & the industry, for the partner and to patients & society. When we focus on the patient and the full care pathway, and create awareness about the disease area, we also build trust. Another recommendation is to not be afraid to take a risk! Sometimes it is needed to be credible (e.g. outcomes-based solutions).	

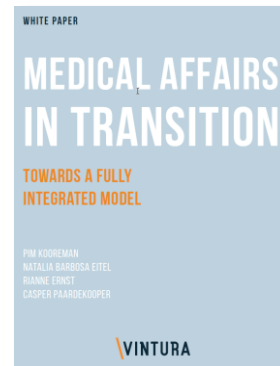
We actively contribute to Medical Affairs community by sharing our views & experiences,
by sharing & educating relevant stakeholders

VIDEOS



Scan to watch
the video

WHITE PAPERS



Scan to download
our white paper

CONFERENCES



Scan to read more
about the conference