DELIVERING ON THE VISION FOR MEDICAL AFFAIRS
Rethinking Our Role and Value.
As Medical Affairs professionals, it’s critical that we stay abreast of the many changes in our field—changes that are helping us evolve from a support function to a leadership position within the life sciences industry. The Medical Affairs Professional Society—MAPS—is a NON-PROFIT society that has been formed to help us unite as a community, and do just that. I’m proud to be included as a founding member of this exciting new organization, and encourage you to participate with us in the journey to transform Medical Affairs. What has drawn me to MAPS is that we are not only an offering for training and education, but a community of professionals collaborating the value and understanding of what Medical Affairs brings to our industry.

**We are all founding members!** By signing up to participate in this first Annual Meeting, you join us at a unique time, having a chance to help shape our society, and to allow your voice to be heard.

We encourage you to actively participate in all the sessions, workshops, and networking activities. And whether you are a Medical Affairs professional, or someone who engages with and supports Medical Affairs organizations, we encourage you to visit our exhibitors as often as possible. Not only do they help make this event and others possible, but they are important partners and collaborators who we believe are beneficial to the profession. We’re all in this journey together!

On behalf of my fellow Executive Leadership Committee Members, we thank you again for your participation, and for your support of the Medical Affairs profession.

Kirk Shepard, MD  
Senior Vice President, Head of Global Medical Affairs Oncology  
Eisai  
President 2016-2017, Medical Affairs Professional Society

Gail Cawkwell, MD, PhD  
Chief Medical Officer and Vice President of Medical Affairs  
Purdue Pharma

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Vice President and Region Head Medical, JAPAC  
Amgen

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*Faculty confirmed at time of printing.

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Gwen Darien  
Executive Vice President for Patient Advocacy  
Patient Advocate Foundation

Diane Cleverly, PhD  
Founder  
Concierge Conversations

Shailesh Chavan, MD  
Vice President, Clinical Research, Medical Affairs and Drug Safety  
Biotest Pharmaceuticals

**FACULTY**

*Faculty confirmed at time of printing.*
Day 1: Tuesday, June 20

8:00 AM – 8:30 AM
Message from the President of MAPS:
• Delivering on the Vision for Medical Affairs: Rethinking Our Role and Value

8:30 AM – 9:00 AM
Keynote Speaker: Building a World-Class Medical Affairs Organization

9:00 AM – 9:45 AM
Expert Panel Discussion: Crafting the Medical Affairs Identity and Establishing Core Competencies (The 5 Pillars of Medical Affairs)
• Medical Leadership and Strategy
• Data and Evidence Generation
• Data and Evidence Dissemination
• Medical Knowledge and Insight Management
• Medical Community and Key Opinion Leader (KOL) Engagement

Coffee Break and Exhibits
9:45 AM – 10:30 AM

10:30 AM – 11:00 AM
Keynote Speaker: Driving Increased Value of Medical Affairs From Pre-clinical to Launch
This session will help you to understand and advocate for an influential and value-added role for Medical Affairs in Research and Development. Medical Affairs has unique expertise in assuring that development plans result in a differentiated medicine that patients will request, doctors will prescribe, and payers will pay for. As medical professionals, we play a key role in linking development plans to product labeling and to compliant market claims and value. Medical Affairs assures the voice of the patient is reflected in target product profiles, development plans, and launch plans. Medical Affairs can also play key operational R&D roles, leveraging MSLs to engage sites and improve recruitment and retention. This session brings together a diverse panel of stakeholders and medical professionals to address these aspects as well as to develop a medical plan to bring an asset from development to launch-ready.

11:00 AM – 12:00 PM
Expert Panel Discussion:
The panel provides a broad perspective, including that of development asset team partners, Medical Affairs leaders, and patient perspectives.

Lunch Break and Exhibits
12:00 PM – 1:00 PM

1:00 PM – 2:15 PM
Keynote Presentation:
Winning in Pharma 2.0: The Five Habits of Highly Effective Medical Affairs
The Pharmaceutical Industry in the U.S., Europe, and Japan has transitioned from the Growth Stage to the Competitive Stage (“Pharma 2.0”) of its life-cycle. The biggest impact of this transition to Pharma 2.0 has been on product launches. Product Launch 2.0 – used by Pharma’s best competitors – requires a dramatic shift in timing, approach, resources, training, and mentality. Importantly, Medical Affairs plays the lead role in Product Launch 2.0. Global competition consultant Stan Bernard will discuss innovative strategies and approaches to provide Medical Affairs professionals with a competitive advantage. He will
• discuss “Launch 2.0,” including campaign communication platforms
• explain “Competitive Trial Management” and its relevance for Medical Affairs
• present examples of winning strategies and activities
• review case studies that highlight new competitive approaches
• address participant questions and comments about Product Launch 2.0

Coffee Break and Exhibits
2:15 PM – 3:00 PM

3:00 PM – 4:30 PM
Building a Medical Affairs Launch Powerhouse: Evolution of Medical Affairs in Product Launches
Across the core launch phases, Medical Affairs teams play a critical role in preparing the market for a successful product launch. Developing a compliant and well-coordinated strategic launch plan through high-impact scientific activities that harmonizes all level of medical affairs’ functions and commercial organization is crucial for a successful product launch.
• Identify and engage key stakeholders (KOLs, payers, advocacy groups, policy makers, etc.) on medical topics in a compliant way
• Inform & align clinical value story and product proposition through understanding of differentiating qualities and external experts’ perception
• Set clear strategy for data generation activities though identifying unmet medical needs and insights from key stakeholders
• Leverage medical information & medical education plans to educate healthcare practitioners

4:30 PM – 5:15 PM
A to B to Z of Patient Centricity: What Does it Mean for Medical Affairs?
Patients want to be partners in their healthcare. They want to be informed decision makers, and have critical input into their HCP’s treatment decisions. To do so requires that the patient be heard, not only by their clinicians, but also by the industry that develops their therapeutic agents. This session will focus on the voice of the patient, allowing participants to better understand the meaning of patient centricity, and what patients truly need on their journey to achieve good health.

Networking Event
5:30 PM – 7:30 PM
Day 2: Wednesday, June 21

8:00 AM – 8:30 AM
Keynote Speaker: Construction Mode – Building Out The Medical Affairs Strategy

8:45 AM – 12:00 PM
Rotating Workshops
Case-Based Workshop 1: Using an Integrated Medical Affairs Plan to Demonstrate End-to-End Value of Field-Based Medical Teams: Essential Toolkits and Guides
Field-based medical teams are unquestionably one of the most potentially valuable and costliest elements of the Medical Affairs team. Proving value is essential and is an ongoing challenge. This session offers practical analysis, tools, and resources that bring to life the processes to prove the case that MSLs are an essential element of a fully integrated, high performing Medical Affairs team. Case-based evidence will be used to tie together empirical evidence and practice implementation.

Case-Based Workshop 2: Understanding the FDA's Draft Guidance on HCEI Communication with Payors, Formulary Committees, and Similar Entities
• Understanding the 21st Century Cures Act and FDA draft guidance
• Delivering effective and compliant HCEI to customers
• Developing an internal HCEI/payor strategy based on the new guidance

Case-Based Workshop 3: Moving the Needle in Medical Affairs
Modern Medical Affairs teams provide a broad spectrum of capabilities ranging from developing and implementing robust scientific communications platforms (SCPs) and communication plans to training, KOL interaction, data dissemination and publications. We bring tremendous value to our organizations in delivering powerful educational messages related to science and innovation. It’s not always so easy, however, to quantify and measure the true value and impact of our work. Join us for an interactive workshop that will focus on establishing a new paradigm for conceptualizing value and some hands on approaches to how we can measure and communicate the tremendous synergy brought about by integrated Medical Affairs teams. Join us for an interactive workshop that will focus on how to measure, demonstrate, and advance the ways in which we measure and communicate our value.

1:00 PM – 1:20 PM
Keynote Speaker: This is Not Your Father's Oldsmobile: Driving Medical Communications Toward a New Future
Oldsmobile drove their business toward extinction on this marketing campaign in the late 1980's, during a time in which the popular automobile manufacturer might have re-invented themselves. Medical Affairs organizations have a historical opportunity to provide tremendous value to their broader organizations, particularly in the area of medical communications. This keynote will set the stage for our medical communications workshops, challenging traditional conceptualization and offering a fresh perspective on how medical affairs can bring tremendous value through aligned, synergistic medical communications strategy and tactics.

1:30 PM – 5:00 PM
Rotating Workshops
Case-Based Workshop 1: Scientific Platforms
• What is a scientific platform and how is it leveraged?
• Tactical execution: Approaches for developing a scientific platform

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5:30 PM – 7:30 PM
Networking Event
Day 3: Thursday, June 22

8:00 AM – 9:15 AM
Keynote Presentation: Medical Affairs in Drug and Medical Device Companies – Are They Different?
In this session, the speakers
• explore the differences and similarities in the medical affairs function in medical device companies compared to pharmaceutical companies;
• review the challenges and opportunities that commonly arise in implementation of a medical affairs function in both medical device and pharmaceutical companies, including cultural change, organizational structure change, and effectively communicating the value of a medical affairs function to commercial departments
These concepts will be illustrated through a case study designed to stimulate interactive discussion.

9:30 AM – 12:15 PM
Rotating Workshops

Case-Based Workshop 1: Medical Affairs 2.0: Innovative Solutions for Assessing Needs and Impact in the New Paradigm
• All metrics are not created equal: Choosing the right tools to assess the therapeutic and Opinion Leader landscape
• Using innovative tools (custom notifications, dashboards, etc.) to measure and communicate the value of Medical Affairs
• Demonstrating the impact of Medical Affairs activities to improve performance, guide strategy and validate decisions
• Establishing Customer Feedback Index (CFI) in Medical Affairs

Case-Based Workshop 2: Building a Medical Affairs Leadership Pipeline
The increased importance of Medical Affairs within the pharmaceutical and biotech industries necessitates an increase in the number of frontline leaders. Yet, few organizations offer a systematic internal process for identifying and developing potential Medical Affairs leaders. In this workshop, we will present a model for leadership development that gives high-potential individual contributors in the Medical Affairs area the opportunity to develop leadership and management skills prior to promotion. Specifically, we will describe the development and implementation of an experiential developmental realistic job preview (RJP) for aspiring management candidates involving a strategic decision-making simulation and a one-on-one coaching interaction. Finally, we will present a case study detailing one organization’s ongoing initiative to leverage these results to prepare aspiring frontline leaders for job responsibilities very different than ones they currently have in a highly volatile and constantly evolving industry.

Case-Based Workshop 3: Social Media and Digital Opportunity in Medical Affairs

12:20 PM – 12:30 PM
A Message From the President: “A Call to Action”

12:30 PM
Meeting Adjourns

12:30 PM – 1:30 PM
Elective Session: Building the Future Together: Where Do We Go From Here?
Thank You to Our Exhibitors & Sponsors

Visit www.medicalaffairs.org/annual-meeting to see currently available space and to sign up.
Who Attends MAPS Annual Meeting?

Attendees by Company/Service Type

- Pharma/Biotech Attendees
- Industry/Research Support, 4%
- MSL/Regulatory Support, 5%
- Academia, 1%
- Medical Device, 3%
- Agency, 8%
- Independent Consultant, 4%
- Legal, 1%

Pharma/Biotech Attendees, by Seniority

- VP/Sr. VP, 36%
- Dept Head, 22%
- Director/Sr. Dir, 33%
- Sr. Manager, 9%

Pharma/Biotech Attendees, by Function Area

- Med Comm, 24%
- MSL Director, 8%
- Strategic Planning Launch Excellence, 1%
- Publication Leads, 15%
- Other, 6%
- Med Affairs Operations, 17%
- Medical Director, 29%
About MAPS

MAPS is the premier non-profit global society of Medical Affairs professionals across a spectrum of fields, experience, and locales. With our non-profit status, MAPS is able to reinvest all revenue back into the society, which ensures our ability to create valuable programs and resources that support the Medical Affairs community. By partnering with members like you, MAPS is transforming the Medical Affairs industry to increase its value to companies and, ultimately, benefit patients and consumers.

Become a Member Today!

www.medicalaffairs.org