

The Pharma , Biotech and Device Colloquium

Medical Affairs Organization Of The Future

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Aventis

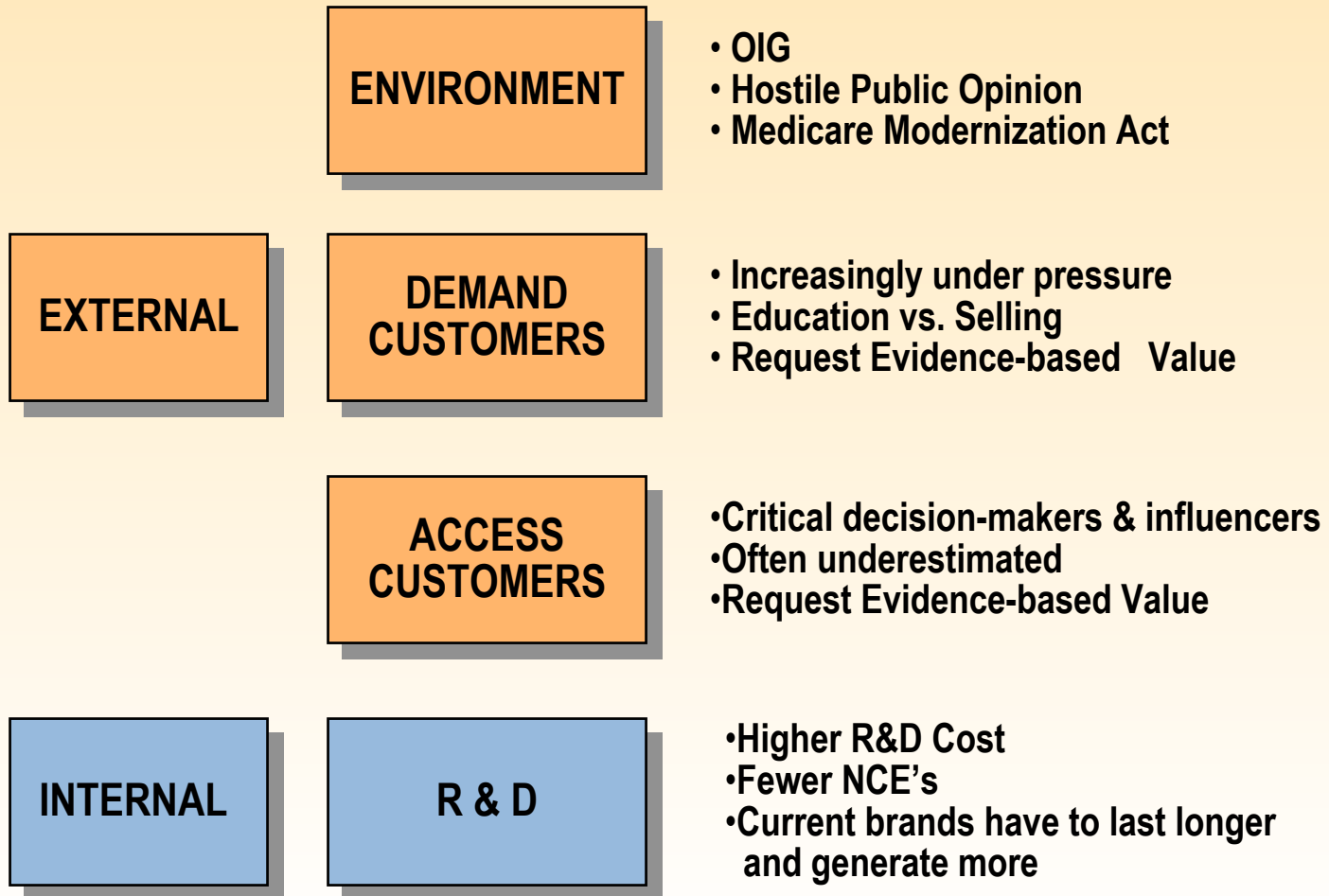
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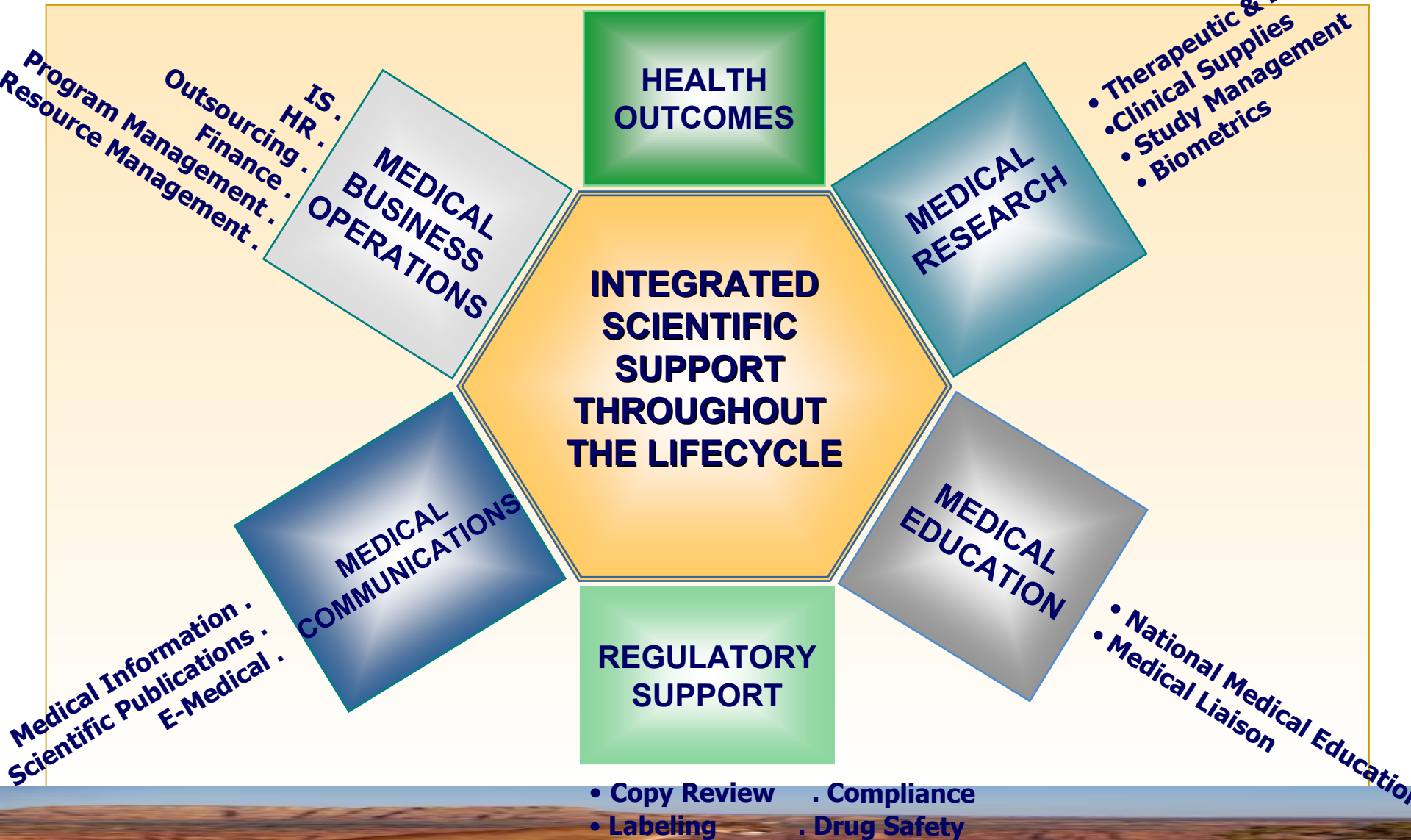
Medical Affairs Organization Of The Future

- 1. The Regulatory Compliance Environment***
- 2. The Medical Affairs Integrated Organizational Model***
- 3. The Medical Affairs Value Propositions***

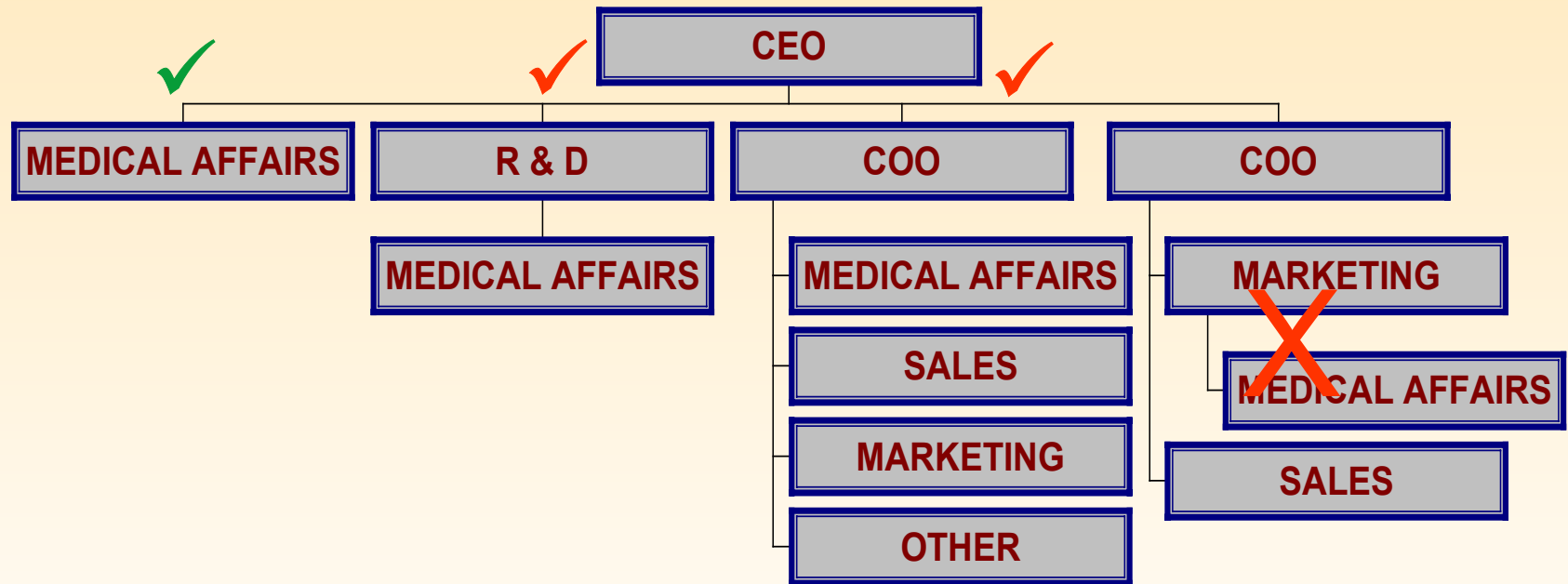
Medical Affairs And The Environment



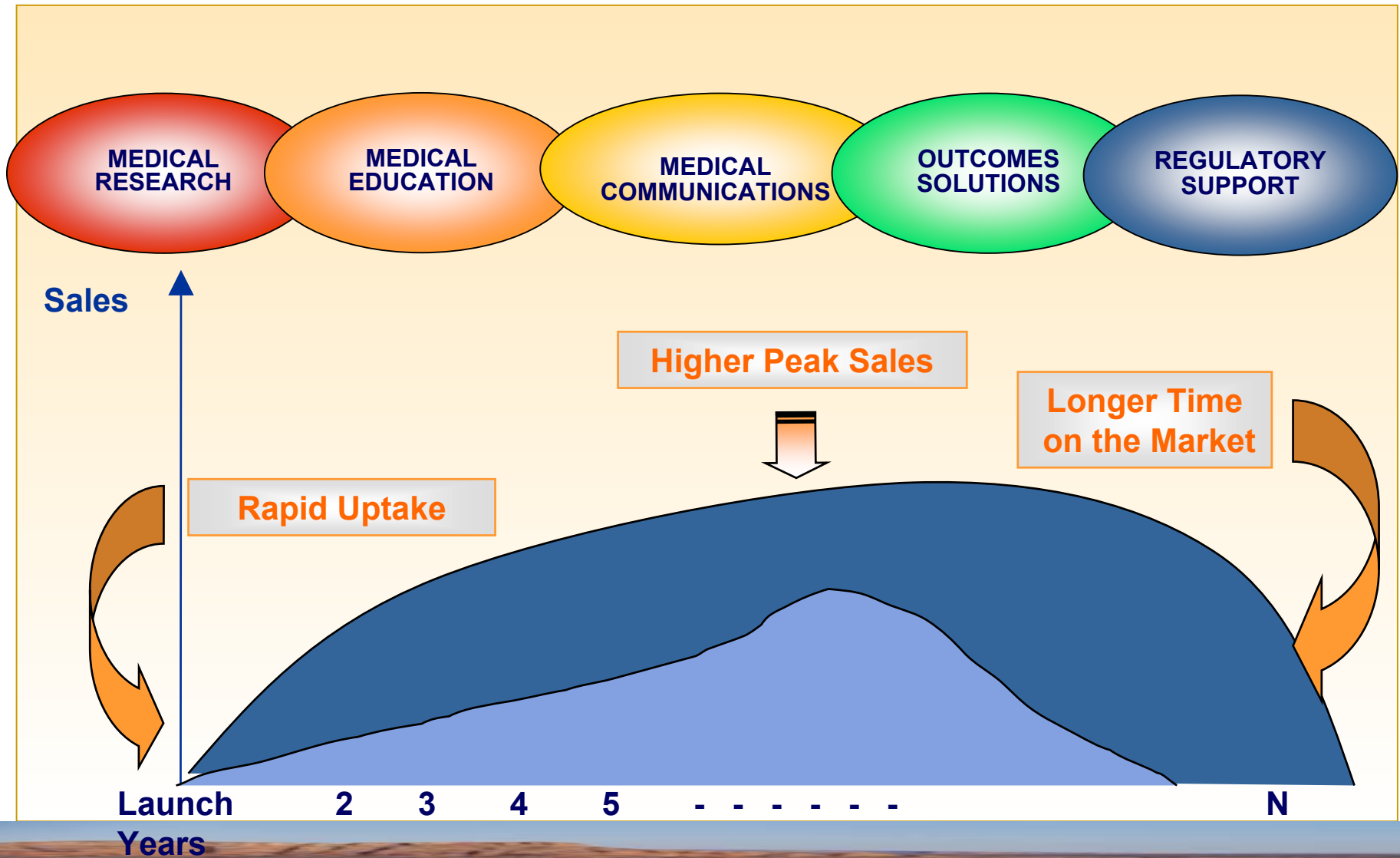
Medical Affairs Organizational Model: "One-Stop-Shop"



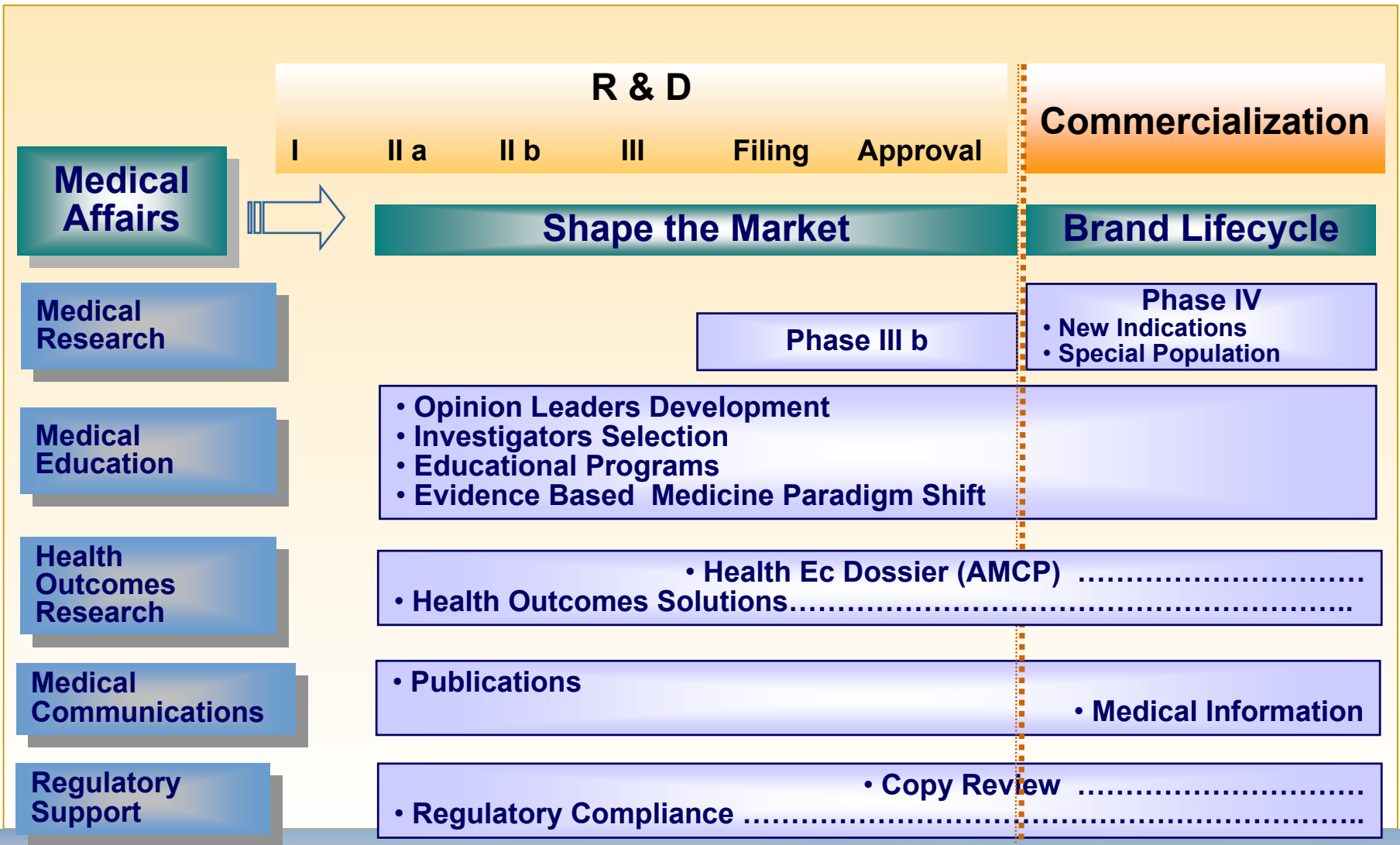
Medical Affairs: Organizational Models



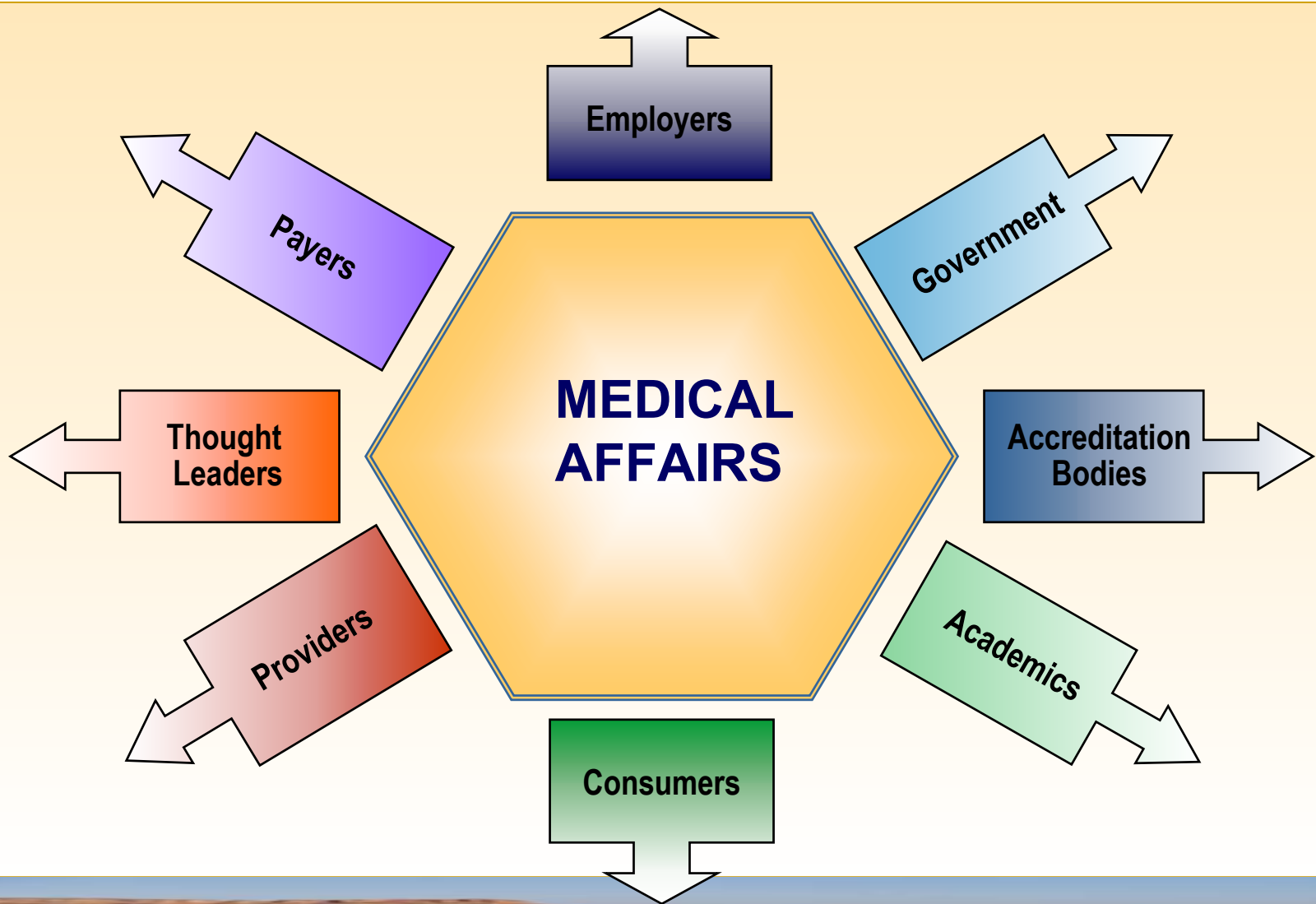
Medical Affairs Value Propositions: a Catalyst and a Player in Maximizing The Brand Potential



Medical Affairs Value Propositions: Uniquely Positioned Bridge Between R&D and Commercial



Medical Affairs Value Propositions: Characterize, Generate and Communicate Evidence - Based Value to the Key Stakeholders



In Summary, A Successful Medical Affairs Organization

- Positions itself as the primary source of scientific support throughout the lifecycle
- Plays within the evolving rules of regulatory compliance and take advantage of the external & internal drivers
- Is built on a sound organizational model that is compliant and integrated in a “one-stop-shop” approach
- Develops unique Value Propositions
 - As a catalyst and a player in maximizing a brand potential
 - As a unique bridge between R&D and Commercial
 - As a leader in characterizing, generating and communicating evidence-based value to key stakeholders