

The Evolving Role of Medical Affairs: Coordination between Medical Affairs and Commercial at the Strategic Level

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Principles

- ① _____
- ② _____
- ③ _____
- ④ _____
- ⑤ _____



Separation of Promotion from Medical Affairs



Coordination is critical

Support for complex products to the medical community

Patient access

Avoid inefficiency

-truthful and nonmisleading scientific or medical
publications on unapproved new uses



Separation of Promotion from Scientific Exchange

- The Science
- Strategic Brand Plans
- External Experts
- Insights
- Data

What's the risk?

How can we collaborate?

*Trust and
accountability*

Protect the integrity and independence of the Medical Affairs Role



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