

# The Evolving Role of Medical Affairs in the Field

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## Does your organization have the following field medical roles?

Medical Science Liaisons  
(MSLs)

Managed Care Liaisons (MCLs)

Nurse/Patient Clinical  
Educators (NCLs/PCLs)

Two of the above

All of the above

None of the above

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## In your current role, do you support?

Medical Affairs

Commercial

Research & Development

Two of the above

All of the above

None of the above

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# Evolving Role of Field Medical Affairs

Traditional Role/Activities Field Medical Affairs	Evolving Role/Activities Field Medical Affairs
Field Sales/Medical Professionals (RNs, PAs, Medical Technicians)	Medical Professionals (MD, PharmD, PhD)
Key Opinion Leaders (MDs, PharmDs, PhDs)	External Experts (Managed Care Directors, Federal/State Plan Managers, Patient Advocacy Directors)
Scientific Exchange	Scientific Exchange w/approved Scientific Messaging
Scientific data	Scientific and/or Health Economic & Outcomes Research (HEOR) data
Scientific presentations managed by Commercial	Scientific presentations managed by Medical Affairs
Managed Grants	No/Little involvement with Educational Grants
Reviewed & approved IIRs	Supportive role in IIR Process
Attending scientific conferences	Managing a scientific booth
Participating in advisory boards	Specific role at advisory boards
Local/Regional	Global

# Evolving Role of Field Medical Affairs

- ▶ Adjusting to the evolving needs of the customer
- ▶ Increasing role in speaker programs
- ▶ Increasing interactions with patient advocacy groups
- ▶ Shifting interest in incorporating the patient journey in various medical activities
- ▶ Developing new functional roles within Medical Affairs

# Potential Areas of Risk Violation

- ▶ Food, Drug & Cosmetic Act (FDCA)
- ▶ Anti-Kickback Statute
- ▶ False Claims Act
- ▶ Patient Protection and Affordable Care Act: Sunshine Act/Open Payments
- ▶ Health Insurance Portability and Accountability Act (HIPAA)
- ▶ Foreign Corrupt Practices Act (FCPA)

# Managing the Next Frontier for Field Medical Affairs

- ▶ Close collaboration with Medical Affairs leadership
- ▶ Clear understanding of the business need for the new activity
- ▶ Review of current policies/processes to determine if the new activity is supported under these policies/processes. If not, is a new policy/process needed
- ▶ Partner with HR and Medical Affairs on new functional roles

# Questions