



Introductions

- Michael M. Breggar, Global Director, Life Sciences
Deloitte & Touche LLP
- Leonard Jokubaitis, MD, Vice President, Data
Generation, Janssen Ortho McNeil Scientific Affairs
- Jeffrey Rosenbaum, Manager, PricewaterhouseCoopers
LLP, Pharmaceutical and Medical Device Advisory
Services

Hot Issues

What Does Tomorrow's Medical Affairs Group Look Like?

- “The OIG Effect” – Separate...and Equal?
- Benefit-Risk: the case for a Binocular View
- Knowledge in use
- Electronic Med Record and e-Prescribing:
Eating the HIPAA one piece at a time
- Publish or perish



Discussion Points

- **Medical Affairs is often viewed as the third major commercial driver (sales/marketing) for big pharma? Discuss the industry drivers causing this reality:**
 - 1) New compliance guidelines limiting commercial activities
 - 2) Increasing demand for outcomes data for payors, and drug comparisons for physicians
 - 3) Diminishing returns from traditional sales and marketing activities.

Discussion Points

- **Medical Affairs has traditionally created value and competitive advantage by engaging providers and managed care, and by expanding development. What are the future challenges that must be overcome to maintain these value drivers?**
 - 1) Consistently interpreting and complying with guidelines
 - 2) Maintaining alignment between Medical Affairs, Commercial and R&D objectives
 - 3) Ensuring interactions with providers are consistent with objectives and with sales and R&D activities
 - 4) Attracting and retaining talented scientists and technical people, particularly mid-level leaders.

Discussion Points

- **As all pharmaceutical companies are looking to improve internal processes and systems to reduce cost and cycle time, what components of the Medical Affairs function are most ripe for performance improvement initiatives?**
 - 1) Medical information request systems and processes
 - 2) Medical communications/medical education internal review and approval processes
 - 3) Medical liaison/sales representative alignment and job descriptions.