

## **ICPM 2018**

### **Panel Discussion**

#### **Medical Affairs and MSL**

##### **Topics:**

- **Leadership within the Pharmaceutical Organization**
- **Organizational roles and responsibilities**
- **MSL as field professionals**
- **Medical Affairs in CRO**

##### **Session Chairs:**

- **Silva, Honorio (IFAPP Academy, US)**
- **Vandenbroucke, Pol (Pfizer, US)**

##### **Panelists:**

- **Iwasaki, Koji (Osaka University, Japan)**
- **O'Connor, Roy (IFAPP Academy, US)**
- **Romano, Marco (IAPM, Italy)**
- **Suto, Tamas (Sanofi, US)**

##### **Objectives:**

**The medicines development process is undergoing a seismic shift. Vast volumes of real world data and clinical research are being used to communicate evidence and create value. The Medical Affairs related functions are emerging as a suitable interface with key stakeholders to link the scientific and clinical results to patient outcomes, adding value during the entire product lifecycle. This session will focus on the helping and hindering factors to establish MA as a key business unit in biopharmaceuticals.**

## **Learning Outcomes:**

- **Contrast the current and projected business circumstances impacting the various medical affairs function in pharmaceutical companies and contract research organizations**
- **Summarize the contributions of the various MA functions to the business success**
- **Consider the need for the MA professional to assume a leadership role within the organization**
- **Discuss the complex role and stakeholder's expectations for the field medical function**
- **Conclude on the need for competency-based education and training to leverage performance**