

## **ICPM 2018**

### **Panel Discussion**

#### **Medical Affairs and MSLs**

##### **Topics:**

- **The growing role of medical affairs in the medicines development process**
- **Medical Affairs and leadership in biopharma organizations**
- **Medical Affairs in Contract Research Organizations**
- **MSLs as field professionals: The Japanese perspective**
- **The future**

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

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

##### **Panelists:**

- **Criscuolo Domenico (Italy)**
- **Romano, Marco (Chiltern, Italy)**
- **Shiba Hideyuki (Astra Zeneca, Japan)**
- **Moritsugu Yukio (MSD, Japan)**
- **Vandenbroucke, Pol (Pfizer, USA)**

##### **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**