



Network of Universities
from the Capitals of Europe



4th UNICA Student Webinar

PHARMA & BIOMEDICAL CAREERS IN EUROPE

11 May 2021
14:30-17:30 CEST

In collaboration with



EAFP

EUROPEAN ASSOCIATION OF
FACULTIES OF PHARMACY

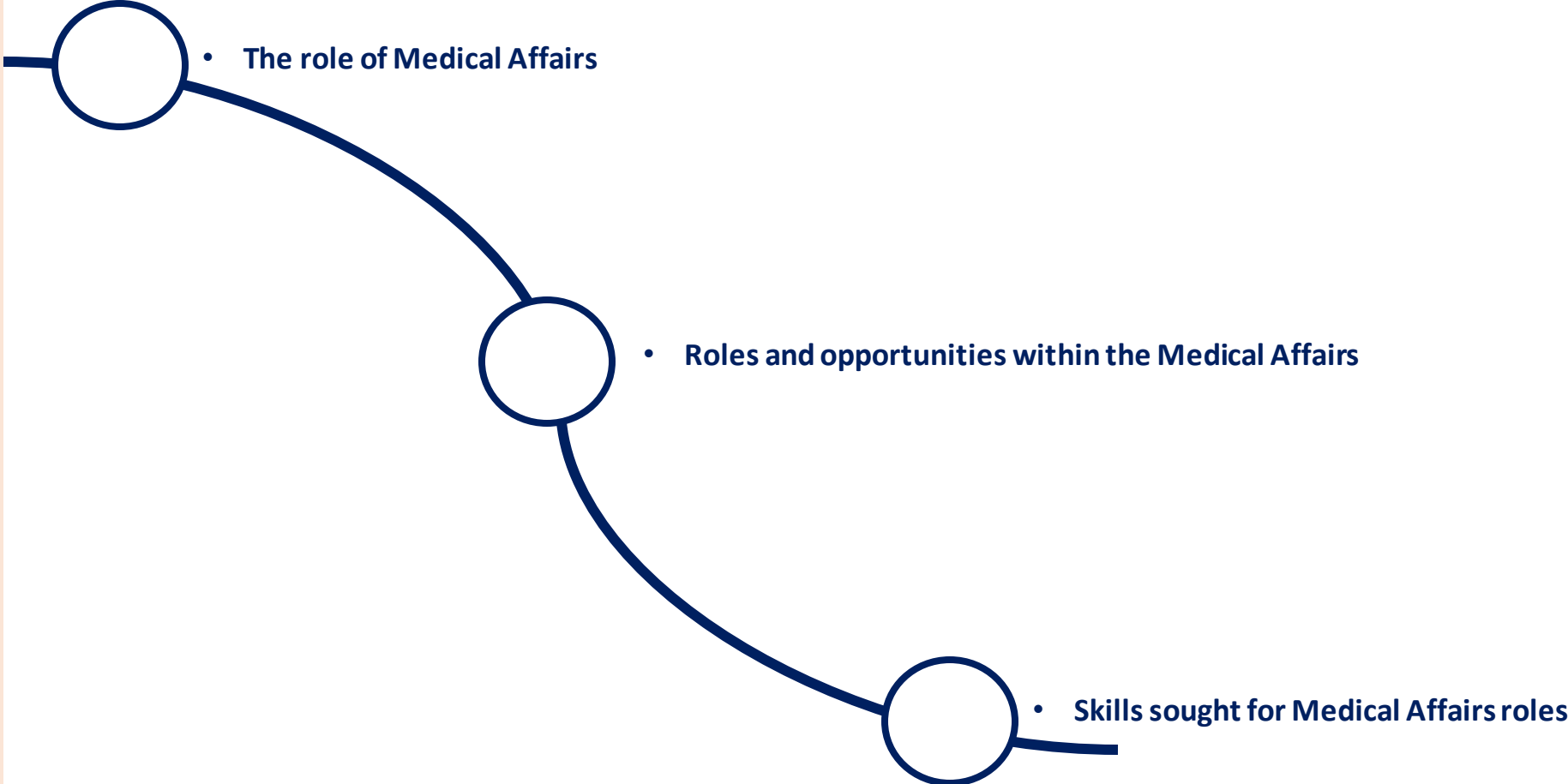
Medical Affairs: roles, responsibilities and opportunities

Laura Salvi, MD

CMR Associate Director & Obesity Medical Manager

Novo Nordisk, Italy

Agenda





Medical Affairs mission

- Within a Pharma Company, **Medical Affairs (MA)** plays a key **strategic and supporting role** representing the real world clinical needs of patients, Healthcare Professionals, and other decision makers
- Its forward-looking strategy across the product lifecycle and diverse functional groups **act to advance patient care** and ensure the well-being of patients

How MA acts to advance patient care



Interpreting and contextualizing emerging data



Generating real world evidence



Engaging key opinion leaders (KOLs) in peer-to-peer **scientific dialogue**



Identifying clinical practice **insights**

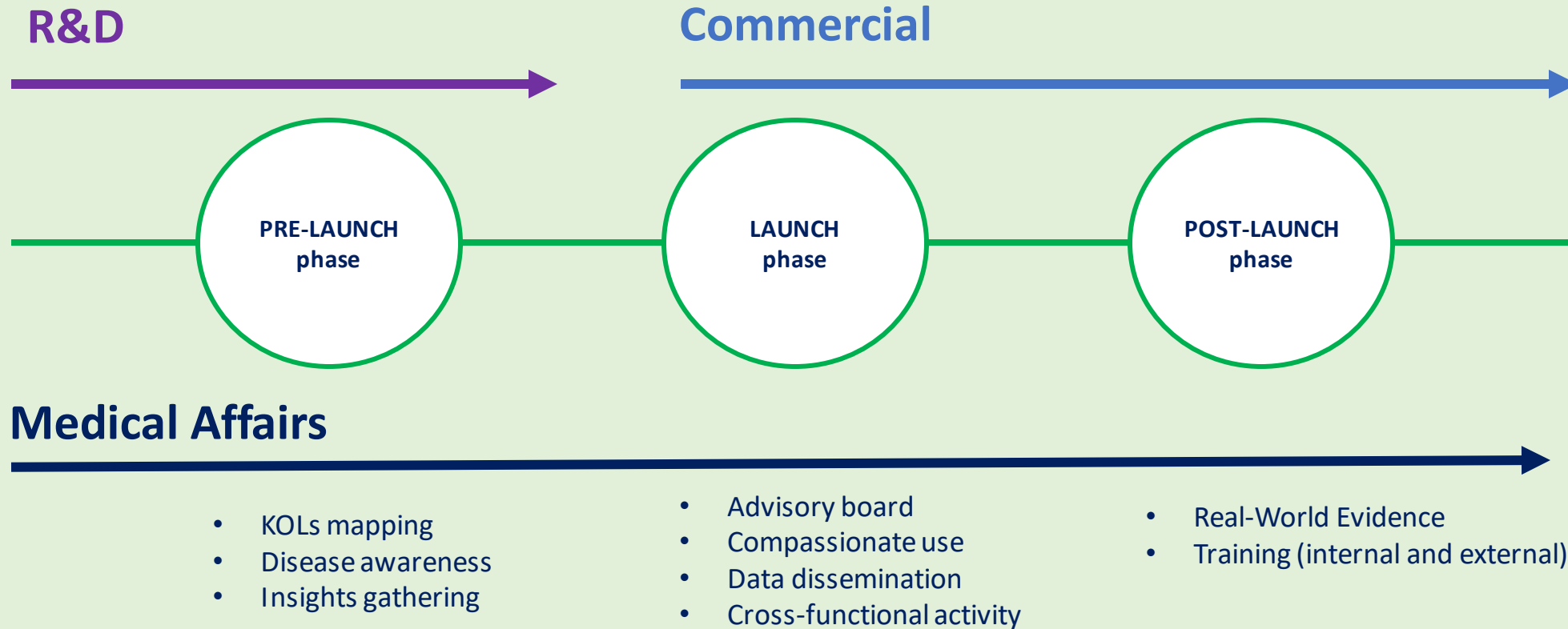


Educating HCPs and other decision makers on the effectiveness of new products



Supporting other internal functions in the company as a scientific reference point

The Strategic Role of the MA during the Product Lifecycle





Roles within Medical Affairs

- **Entry-level roles**
 - Medical Science Liaison (MSL)/Regional Medical Advisor (RMA)
 - Medical Advisor
- **Career development roles**
 - Medical Manager
 - Medical Director

MSL vs Medical Advisor

MSL



- field-based role
- responsible for one or more of the company's products, for a therapeutic area or several related therapeutic areas, in a specific territory (*generally made up of one or more regions according to the number of hospital/university centres or stakeholders*)

Medical Advisor



- office-based role
- responsible for one or more products or for a specific indication of a product in a therapeutic area, for the whole country
- responsible for maintaining strategic alignment with HQ at Global level

Core responsibilities

- Maintain the highest level of scientific knowledge regarding current disease state and molecules
- Facilitate scientific dialogue and exchange between industry and scientific expert community
- Provide support for research initiatives to include:
 - Interact with study investigators
 - Identifying opportunities for potential external research collaborations
- Gather and communicate scientific intelligence and clinical insights identified through their interactions with scientific experts and other HCPs
- Provide high quality scientific information to HCPs in response to specific requests
- Initiate and maintain strong relationship with KOLs
- Develop and roll-out educational concepts in target therapeutic areas
- Provide scientific support to sales and marketing teams providing internal scientific trainings
- Be a team player enhancing best practice sharing within the team

Responsibility



WE NEED YOU!

Skills sought for Medical Affairs roles

- Strong Scientific background
- Passionate for science
- Challenges lover
- Strategic thinking
- Business mindset
- Communication skills
- Presentation skills
- Training skills
- Team players