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## **Medical Affairs In The Healthcare**

With this in mind, McKinsey has been working closely with industry executives to create a bold vision for the medical-

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affairs function in 2025: one that embraces these profound changes and consequently seeks to drive positive impact for patients, caregivers, and healthcare professionals by enhancing medical affairs' strategic focus and optimizing the impact of its activities.

**A vision for medical affairs in 2025 |**

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healthcare landscape globally and locally.

## **Medical Affairs & Medical information | Ashfield Healthcare**

Digital innovation is playing an important role in transforming the Medical Affairs approach and insights capabilities, so new technologies and

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digital as well, are enabling Medical function to obtain, analyze and interpret all the collected information and insights, with different outcomes, including improving clinical studies and subsequent programs, pre-launches programs and LCM activities.

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Medical Affairs teams within pharmaceutical, biotech and medical device companies may be charged with the following: Relaying and providing clinical knowledge gained from trials to health care professionals and stakeholders. Managing relationships with key thought leaders and

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stakeholders.

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business challenges starts with knowing  
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A 2020 vision for Medical Affairs  
Accelerating the transformation and  
increasing the relevance of Medical  
Affairs. Given the significant changes in

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the healthcare landscape, this is an appropriate time to reassess and redefine the vision for Medical Affairs developed in 2007.

## **Pharma Medical Affairs: 2020 and beyond | McKinsey**

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support the relationship of London Health Sciences Centre (LHSC) and St. Joseph's Health Care London (St. Joseph's) to the Credentialed Professional Staff (physicians, dentists and midwives), Residents, Clinical Fellows, and secretarial support, such as:

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OVERVIEW Medical Affairs is both a rewarding and challenging area in the evolving environment of drug development and launch readiness planning. Increased scientific, clinical, regulatory, and payer requirements to demonstrate clinical value and product

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differentiation in increasingly well-  
established therapeutic areas heightens  
the demand for an evidence package  
that clearly fulfills unmet ...

## **Six Key Elements for Medical Affairs in Product Launch ...**

The Annual Meeting of the Medical  
Affairs Professional Society (MAPS) was

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held March 10-12, 2019 in New Orleans, LA. In addition to unveiling our new branding, staff from Peloton Advantage, now an OPEN Health company, were in attendance to hear firsthand how Medical Affairs professionals are adapting and evolving in response to ongoing changes in the healthcare landscape.

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## **The Critical Role of Medical Affairs - OPEN Health**

As Medical Affairs builds its new position in biopharmaceuticals, our strong Medical Affairs expertise and more than 20 years of practical experience is helping our customers realize medical transformation. It is one thing to build a

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strategy but implementation requires a  
clear understanding of where you have  
been and where you can go.

## **Medical Affairs | Syneos Health**

A: Firstly, medical affairs will be key in enabling pharmaceutical companies to explain what new treatments mean to the patients, in terms of clinical

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effectiveness, adherence, and quality of  
life, and also beyond the patient, Volume 2

exploring what pharmaceutical  
innovations mean to physicians and  
healthcare systems. The medical affairs  
organisations ...

**“Medical Affairs has a Central Role  
to Play in Building ...**

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article behavioral science digital  
marketing healthcare communications  
medical affairs. Sean Markwardt, Ph.D.  
Sean has over 10 years of medical  
communications experience in

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commercial and medical affairs teams  
across a variety of therapeutic areas. His  
academic training and early career was  
in neurophysiology.

## **Behavioral Science in Medical Affairs | Avant Healthcare**

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Medical Affairs team. Dr. Johan Viljoen

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