

What comprises 'Medical Affairs?'

A perspective based on a survey of ISMPP# participants

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#International Society for Medical Publication Professionals™

Background/Methods:
Survey sent to ISMPP members



Survey duration:
March 9–25



Total responses:
132

87%##

of respondents were from medical affairs in a pharmaceutical/biotechnology company

✗ ##13% stated they were not part of medical affairs and were not able to continue with the survey

Survey participant demographics (N=94)

Size of organization where participants were employed



Roles that comprise medical affairs in your organization (N=94)

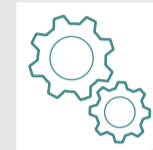
Most common roles
(>80% responses)



99%
Publication or scientific/medical communications



85%
MSL



84%
Scientific congress strategy

50-80% OF ORGANIZATIONS INCLUDE:

- Medical information
- Medical advisor/director
- External subject matter expert engagement
- Internal training
- Educational grants roles

20-49% OF ORGANIZATIONS INCLUDE:

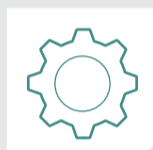
- HEOR/RWE
- Medical writer
- Statistics/data management
- Clinical trial operations roles

Others entered as free text by 6% of participants include: patient outreach, evidence generation, scientific competitive intelligence, pharmacovigilance, investigator-sponsored studies, expanded access, and medical excellence and operations.

Materials typically developed by medical affairs professionals (N=94)



98%
Publications



92%
Scientific platform/communication strategy



89%
MSL materials



87%
Congress/booth materials

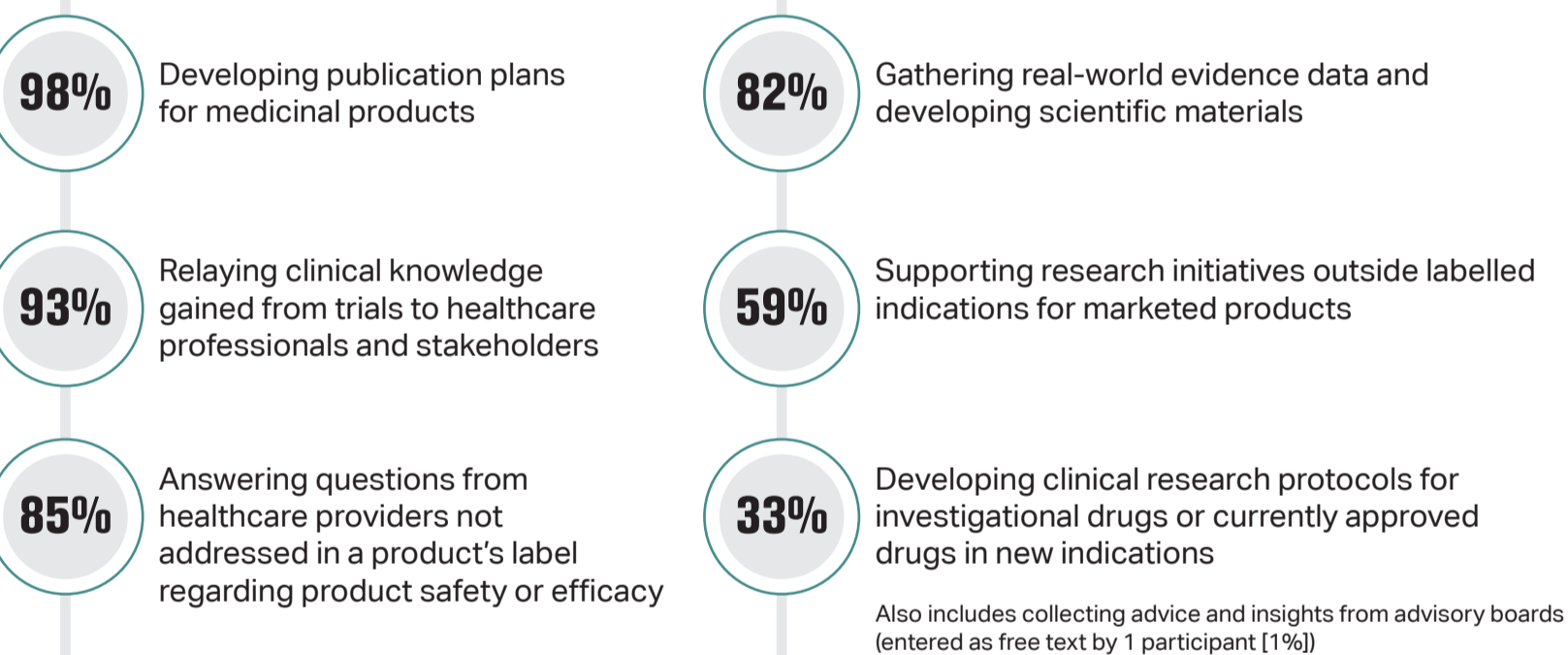
>50-80% OF ORGANIZATIONS INCLUDE:

- Medical Information letters/materials
- Subject matter expert engagement
- Data generation/analysis
- Speaker decks
- HEOR/RWE materials
- Continuing medical education

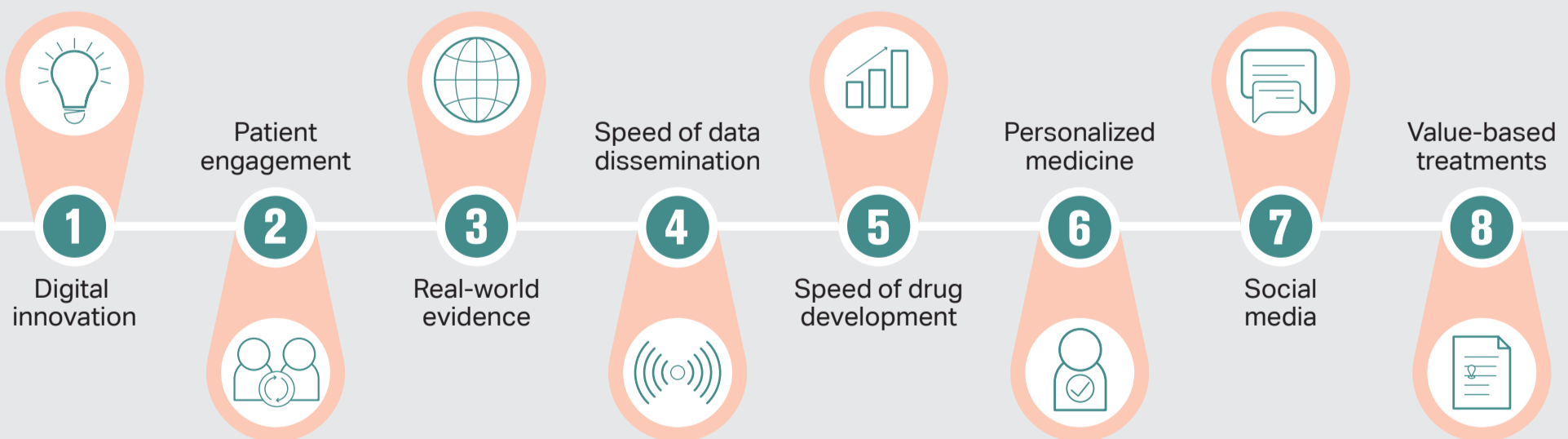
ONLY 26%

develop patient materials

Statement that most closely describes how the medical affairs function interacts with other functions/external stakeholders (N=93)



Most important factors affecting medical affairs in the next 2-3 years ranked in order with most significant factor first (N=93)



SURVEY FINDINGS:

The top 3 most important factors affecting medical affairs in the next 2-3 years were thought to be **digital innovation, patient engagement, and real-world evidence**

- Although patient engagement was considered the second most important factor affecting medical affairs in the next 2-3 years, <30% said that medical affairs professionals develop patient materials, revealing a current gap for implementation

Acknowledgements:

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Other key factors affecting medical affairs in next 2-3 years (entered as free text by participants) (N=28)

- Regulations/Compliance
- Pandemic
- Sufficient labor force
- Diversity
- Digital/Artificial intelligence
- Public trust
- Brand strategy pre- and post-launch
- Holistic approach to patient care

HEOR, health economics and outcomes research; MSL, Medical Science Liaison; RWE, real-world evidence