



## **IFAPP – King’s College Certification in Pharmaceutical Medicine**

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# DISCLAIMER

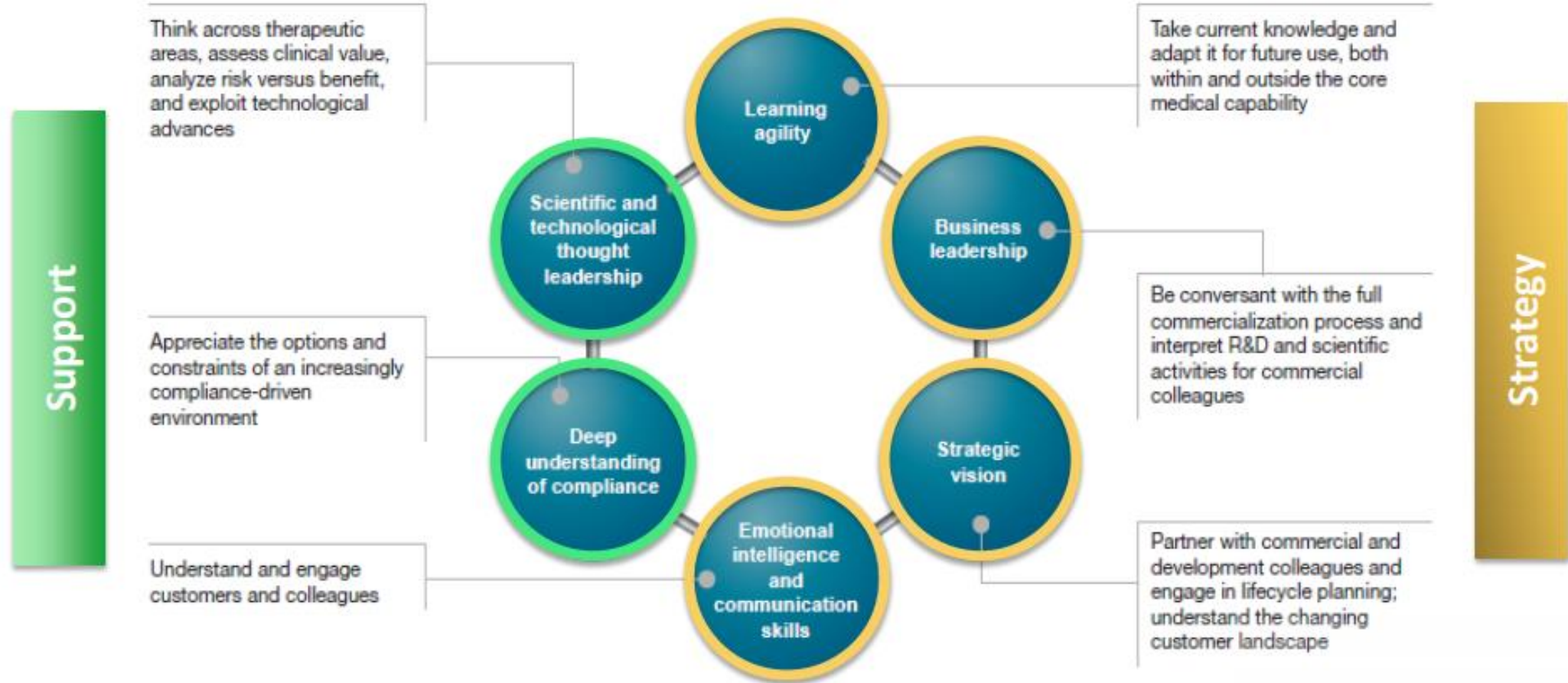
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Although the author is employed by pharmaceutical company, the views expressed in this presentation may not be understood or quoted as being made on behalf of the company.

Views are presented solely to aid the discussion.



# Medical Affairs: From Support to Strategy



The Critical Medical Affairs Competencies  
(Medical Affairs Professional Society, 2018; McKinsey & Co )

# Learning Outcomes of the Course

Target Product Profile,  
Clinical Pharmacology,  
Translational Research,  
Patient in Drug  
Development etc

Ethical Issues, Conduct  
of a Clinical Study,  
Data Collection and  
Management, Budget,  
Evaluation of Results

Legislative Requirements  
& Regulations,  
Pharmacoepidemiology &  
Risk Management,  
Regulatory Approval etc

Medical  
Affairs in  
Medicines  
Development

Drug  
Discovery and  
Drug  
Development

Clinical Trials:  
From Concept  
to Clinical  
Study Report

Medical  
Affairs and  
Health  
Economics

Regulatory  
Affairs and  
Pharmaco-  
vigilance

Medical  
Affairs as  
Strategic  
Partner

Non Clinical Testing,  
Exploratory  
Development  
Program, Confirmatory  
Development Plan etc

Marketing Activities &  
Review, Value  
Generation &  
Communication, Health  
Economics, PRO etc

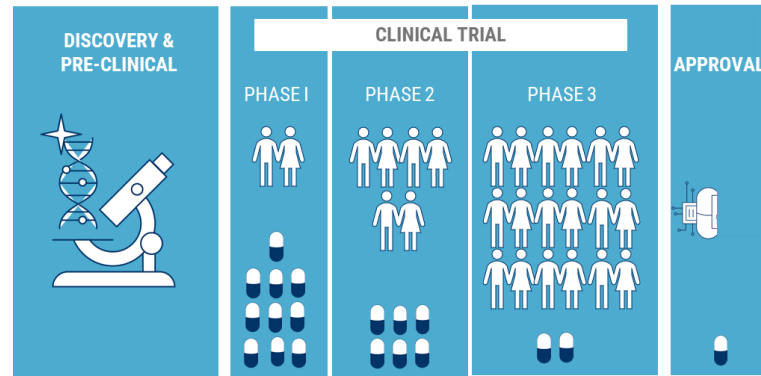
Effective Medical/Strategic  
Business Plan Processes,  
Alignment/co-operation  
with other functions,  
Strategic Alliances etc

# Core Principles of the Course

How the IFAPP-KCL program has contributed to make me a higher-performing pharmaceutical professional, able to contribute to making a higher-achieving organisation?



Stakeholder Engagement



Lifecycle Development and Management of Medicines; Development of a Business Strategy



Ethics and Values in Medical Affairs



Benefit to patients

# Core Principles of the Course

How the IFAPP-KCL program has contributed to make me a higher-performing pharmaceutical professional, able to contribute to making a higher-achieving organisation?

- ✓ Online Lectures / Reading
- ✓ Live Webinars with Case Scenarios to Share Experience and Best Practice, and Learn How to Adopt Effective Approaches to Problem-Solving
- ✓ Discussion Topics / Forum with other Colleagues to Get Insights from different Countries, Companies, and Functions, and Learn how they Deal with the Challenges they Face



**ΕΛ.Ε.Φ.Ι.**

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