



Medical Affairs

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- Grigorios Rombopoulos is a Novartis Hellas employee

# The INDUSTRY Situation

## The Pharmaceutical Industry is Evolving

1970's

One Drug, Many Patients

1980's

Marketing

Block Buster

Sales FORCE

1990's

Medical

Rising Healthcare Costs

Data

Evidence Based Medicine

2000's

Individualised Treatment

Integrated Health Solutions

Driven by cost pressures, stakeholder demands and complex diseases, the healthcare environment is demanding more science and greater evidence

2010's



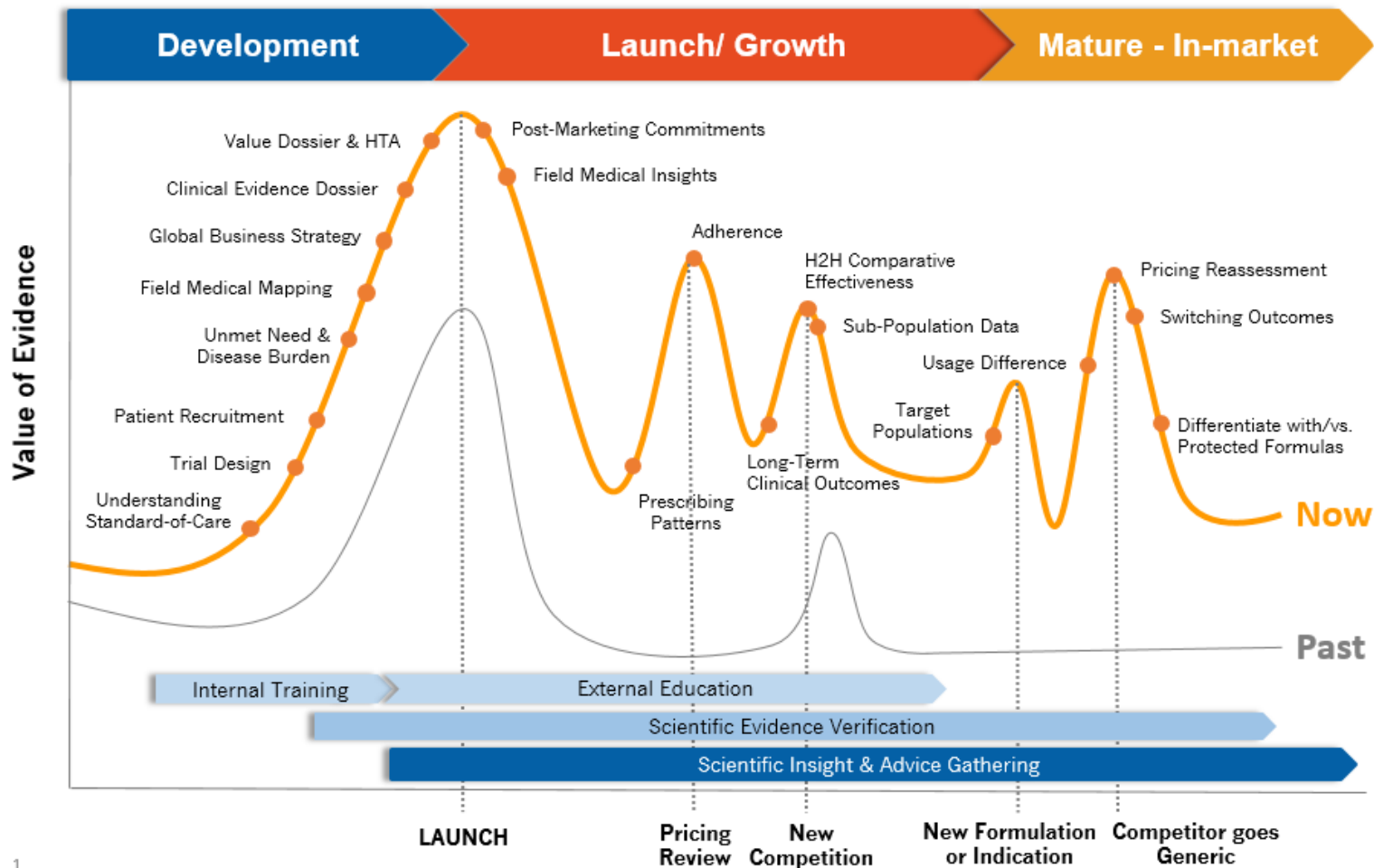
# Science drives Innovation

**Complex Biologics,**  
**Gene Therapy**  
**Regenerative  
Medicine**  
*Precision Medicine*  
**Diagnostic/device/drug  
combos**  
**Nanomedicine**  
*Synthetic Biology...*



myHealth  
The Patient Portal  
beta

# Increasing Evidence needs are Driving Medical Affairs Contribution



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# Medical Affairs Role



## Evidence Generation and Evidence Delivery

Generate information and data to support informed decision making, and ultimately to facilitate patient access to Novartis Products

- Clinical Trials
- IIT Trials
- Managed Access Programs
- Real World Evidence (RWE)
- Insights
- Research Collaboration



## Interaction with External and Internal Stakeholders

Engage in relevant, scientific led dialogue with medical and patient communities

Ensure balanced and scientific education of internal and external stakeholders

- Internal Training
- Medical Review
- Medical Education
- Medical Information
- Publications
- Scientific Events
- Medical Community Interaction

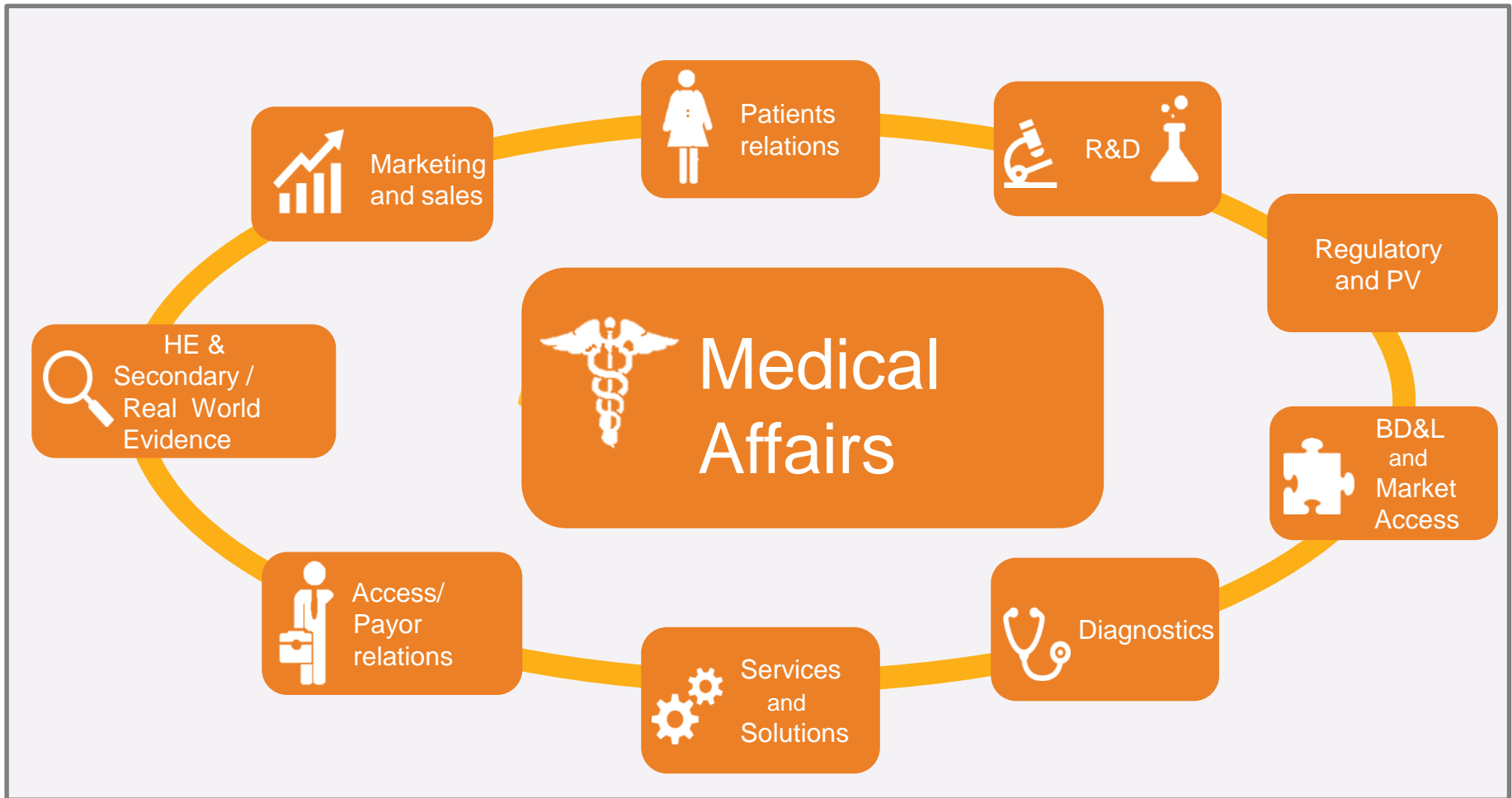


## Scientific credibility

Ensure stakeholder trust, partnership, scientific credibility and reputation of Novartis as a pharmaceutical company

- Breakthrough Innovation
- Compliance
- Data Integrity
- Access Policy
- Scientifically Balanced Communication

# Medical Affairs cross functional collaboration



**Ευχαριστώ**