



Η εξελικτική στρατηγική & προστιθέμενη αξία των Ιατρικών Τμημάτων στη Φαρμακοβιομηχανία

Τζούλια Βασιλειάδου

4^ο Συνέδριο ΕΛ.Ε.Φ.Ι, Ιούνιος 2019

Medical Affairs Team Current Focus

- Generates, shares & utilizes **medical insights**
 - Effective communications and ability to hold a **scientific dialogue** with external experts
 - **Cross-functional collaboration** (Market Access, marketing, sales)
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Medical Affairs Team: Moving Forward

From generating, sharing & utilizing medical insights

To integrating insights from LOCs into early and late stage development

From effective communications and ability to hold a scientific dialogue with external experts

To effective medical engagements with HCPs, payers and patients that build Trust in the safety and efficacy of our medicines

From cross-functional collaboration (Market Access, marketing, sales)

To partnership & alignment through design of metrics in markets that effectively assess impact of HCP and payer engagements