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**PHARMA
SUMMIT 24**

Exploring Values of Healthcare

18th April 2024

Croke Park conference centre

Speaker Slides: Emma Lynch, EQ Vibration

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Emma Lynch,
Founder & Managing Director



*“Exploring the Evolving Role of
Medical Affairs ”*

Bio:

Emma specialises in helping medical affairs professionals to inspire joy, harmony and innovation in their career through emotional intelligence education. Using her Thrive method, Emma equips medical affairs professionals with tools and principles to strengthen their relationship with themselves and build a more focused, creative passionate career. Emma received a B.A in Biochemistry from University College Dublin Ireland, a Ph.D. in Cell & Molecular Biology from University of Notre Dame, IN, USA and a MSc in Pharmaceutical Medicine from Trinity College Dublin, Ireland. She has gained over 15 years experience as a Medical Director in the pharmaceutical industry having worked for Pfizer, Astellas and UCB in Ireland. Emma maintains a data analytics company, runs emotional intelligence workshops for medical affairs departments and consults for organisations.

The background features several abstract geometric shapes: a teal triangle pointing right, a blue circle, a teal circle, a teal semi-circle, a blue semi-circle, a teal square, and several white dashed lines of varying lengths and orientations.

The Value of Adaptability: Exploring the Evolving Role of Medical Affairs

PMI Summit Croke Park

18th April 2024

Emma Lynch

EQ Vibration, where affiliate medical affairs professionals thrive



The Only
Constant is
Change

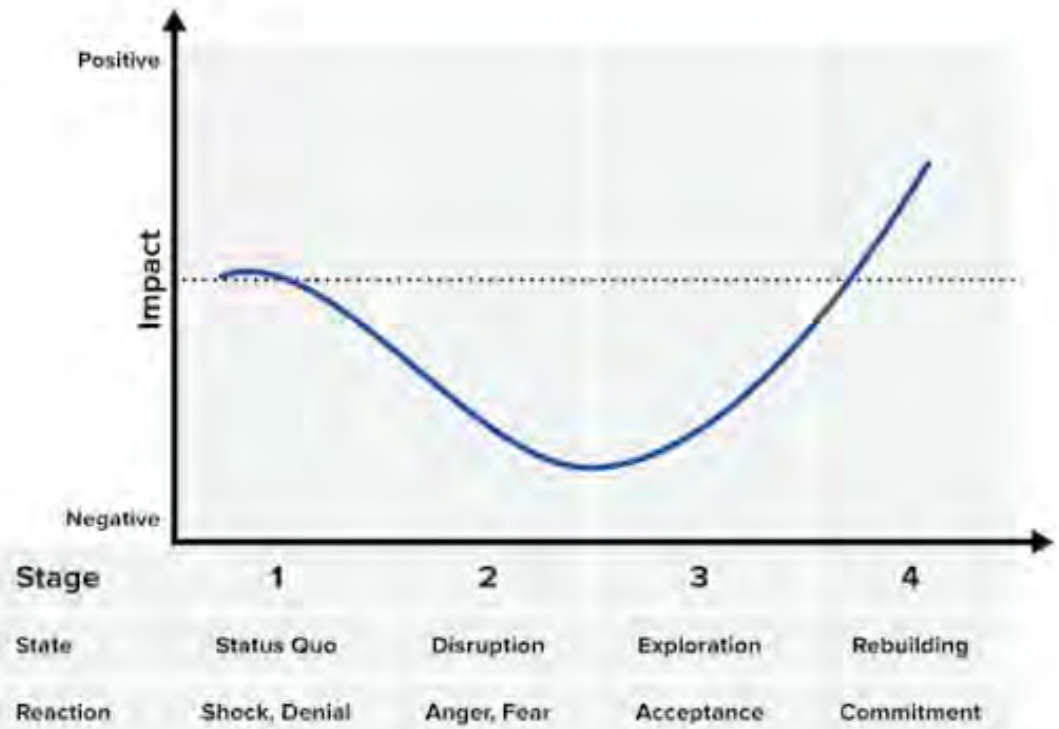
Change Management

Figure 2: Using the Change Curve



Change Management

Figure 1: The Change Curve



From ON DEATH AND DYING by Dr Elisabeth Kubler-Ross. Copyright © 1969



What would you
do if you
weren't afraid?

Pharma 4.0

2023 YTD TSR, 1/3/23-11/30/23

Starting in September 2023, the pharmaceutical index dropped notably compared to the S&P 500



Source: Capital IQ (source data accessed on December 4, 2023)

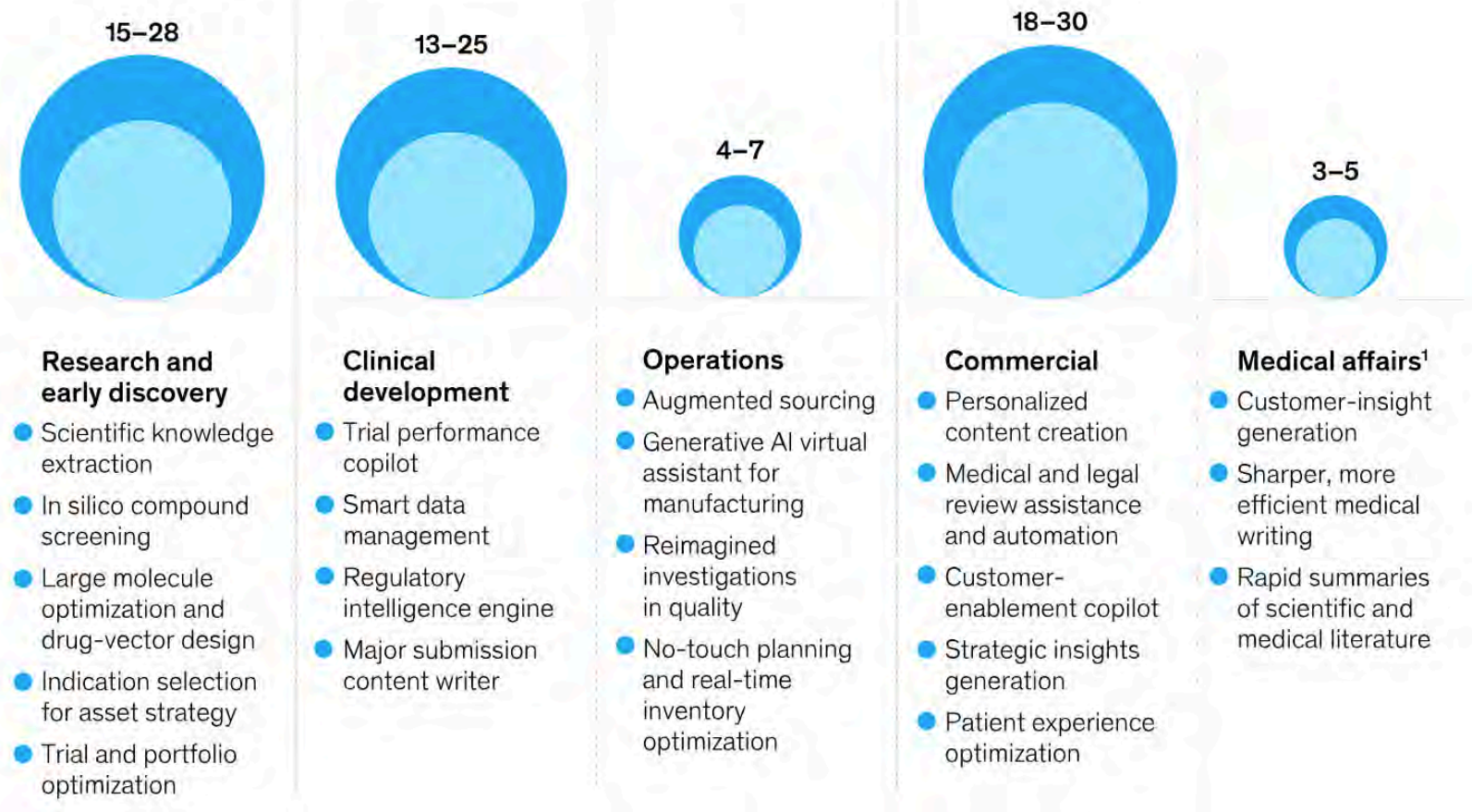
Reinventing the Pharma Business Model is Paramount

- Geopolitical unrest, domestic political change
- Innovation Strategy
- Accelerate AI and analytics adoption
- P&L Costs Increasing, Lower costs
- M&A as a catalyst for transformation
- Protect the enterprise - Trust

Industry 4.0 The Tech Super Cycle

Generative AI could propel holistic results in the life sciences sector in a number of ways.

Expected value annually (not exhaustive), \$ billion



¹Via efficacy gains on expenditures.
Source: McKinsey analysis



MISSION

“The true north of Medical Affairs remains the same: to ensure that our science and technologies benefit patients.”

Medical Affairs Professional Society (MAPS)

The Evolution of Medical Affairs



ENABLING FUNCTION

Product Information

- HCP or KOL
- Internal Stakeholders

MONOLOGUE



STRATEGIC PARTNER

KOL engagement and insight gathering

Development and Commercialisation of new products or label extensions

DIALOGUE



STRATEGIC LEADER

Personalised medical engagement across multiple platforms to many stakeholders

A trustworthy stakeholder sought out for dialogue

SOCIETAL
INFLUENCER



VISION

Medical Affairs will be a strategic leader at the center of clinical development and commercialization efforts, identifying and addressing unmet patient, payer, policymaker, and provider needs that advance clinical practice and improve patient outcomes.

Medical Affairs Professional Society (MAPS)

Areas of Opportunity & Growth in Medical Affairs



Medical Affairs will empower societal decision-making by communicating the value of emerging treatments



Medical Affairs will be at the center of societal issues such as access, health equity, outcomes, and patient-centricity



Medical Affairs will drive transformation of public sentiment regarding the biopharmaceutical and MedTech industries



Medical Affairs will own the scientific aspects of patient engagement

Areas of Opportunity & Growth in Medical Affairs



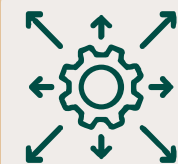
Medical Affairs will affirm its role as leader of the organization's scientific narrative



Medical Affairs' use of Real-World Evidence (RWE) will not only guide the use of emerging treatments but will inform regulatory decisions including label expansion



As a result of increasing strategic responsibilities, Medical Affairs will streamline some of its existing operational responsibilities



There will be a significant expansion of the role of Medical Affairs in listening and responding to external stakeholders

Audiences of Increasing Importance – Vision 2030

- 01 Expanded Definition of External Experts
- 02 Patients/Patient Associations
- 03 Academia
- 04 Health Economics Organizations
- 05 Governments, Regulators, and Policy Makers
- 06 Big Tech
- 07 Environment, Social, Governance (ESG)



Next Steps – Unlock capacity

Lean into change – emotional intelligence and resilience

Identify use cases for tech integration

- Workload survey (QR Code)

Build knowledge management architecture to integrate with tech

Skill Gap Analysis of Workforce and Recruitment Strategy

- Business Acumen
- Data epidemiology, Analytics
- HEOR, public health
- Digital transformation
- Communication, emotional intelligence and change management
- Relationship Management



Discussion & Collaboration

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Platinum Sponsor:



AXIS Healthcare Consulting were the platinum sponsor at the 2024 Pharma Summit for the second year running. Founded and led by Brenda Dooley, they are a specialist boutique HTA agency with an in-house expert team with experience in NICE, SMC and NCPE appraisal processes. AXIS's depth of extensive HTA experience make them the trusted partner for reimbursement success, offering a full suite of HTA support in UK and Ireland.

Contact them at: <https://axishealthcareconsulting.com> or email info@axisconsulting.ie

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Hibernian Healthcare's mission is to provide best in class services, both HCP and Patient focused – delivered in an efficient, flexible and sustainable manner along with CellaED Defibrillator distribution.



Salutem Insights are a leading Irish health economics consultancy company that provides high-quality health economic research, such as health technology assessments (HTA), burden of illness reports, systematic literature reviews, and reports on the Irish healthcare system. They also help companies navigate through the Irish reimbursement system.



As Ireland's leading healthcare provider, United Drug ensure medicinal products get to the right place at the right time through their operations in distribution, wholesale, community pharmacy and homecare services.

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Uniphar's commercial services combine strategic consultancy and market insights with expert brand optimisation to deliver global solutions for pharma.

Silver Sponsor:



Hanover are an award-winning communications consultancy that advises enterprises, institutions, and individuals on rewiring their strategies for long-term success.



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