Medical Affairs Insights

Defining, Identifying, Sharing – Efficiently

A survey across Medical Affairs teams looking at communication challenges.

presented by *in*Phronesis

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Medical Affairs departments have increased responsibilities within the pharmaceutical/ biotech industry. This has come from an organizational recognition of the value Medical Affairs input can contribute to organizational goals from patient-centricity to improved bottom lines.

Strategically, Medical Affairs teams are now actively involved with scientific exchange, which in turn provides opportunity to find new insights that drive valuable contributions from Medical Affairs to all levels of the organization. The ability to identify rate-limiting steps and implement corrective action will be seen as a hallmark of excellence within high-functioning Medical Affairs teams. The challenge most companies face is to gather, identify and distill these insights efficiently and keep all stakeholders on the same page.

In May of 2022, inPhronesis conducted a survey across Medical Affairs leadership in small, medium and large pharma/biotech companies. We did this because we wanted to understand if our inVision solution meets the needs of Medical Affairs teams. Our solution has been available since 2015, and is used by over 2500 pharmaceutical professionals, in service of pharmaceutical company needs.

This paper will explain the problem we believe the **inVision Knowledge Management System** can fix and give you an outline of our solution. Ideally this will lead to a presentation of our credentials and a demonstration to you and your team.

*in*Phronesis

Medical Affairs

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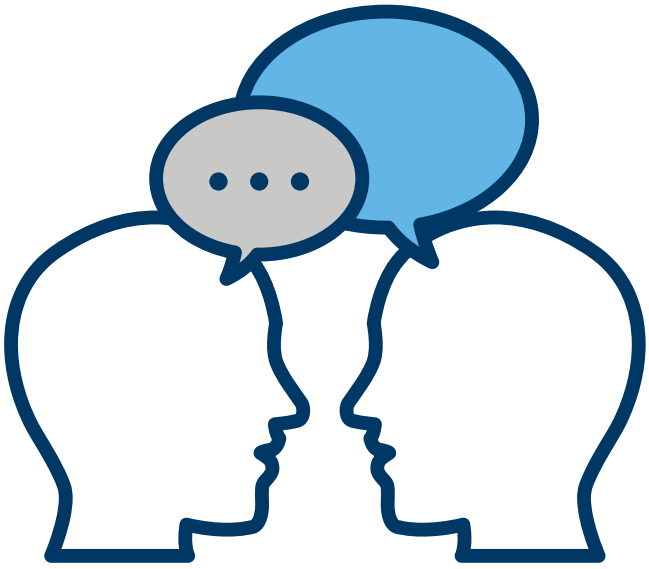


The Survey

To understand the challenges Medical Affairs teams have in effectively gathering, analyzing, and appropriately sharing information internally and with external stakeholders.

The survey we developed sought to understand the challenges Medical Affairs teams have in effectively gathering, analyzing, and appropriately sharing information internally and with external stakeholders.

We reached out to about 150 senior Medical Affairs leaders. These were people with business titles such as VP Medical Affairs, VP Field Medical, Therapeutic Area Lead Medical Communications and other senior titles.

We had sixteen respondents. This was representative of small, medium and large companies' points of view.

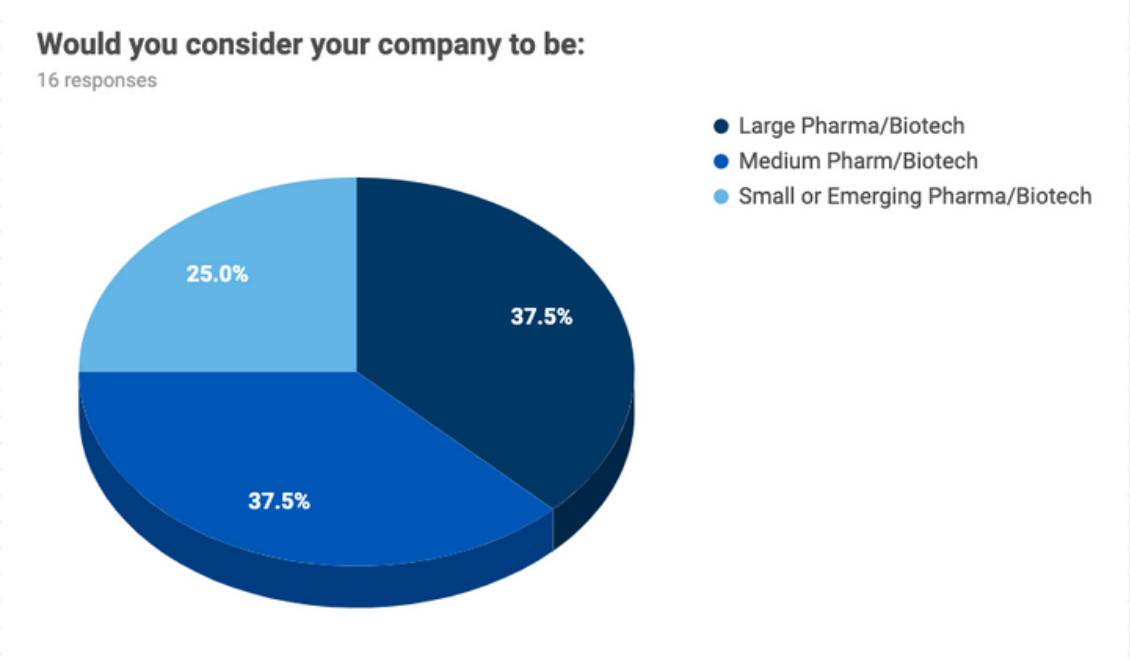
Definitive answers? *Probably not.*

Directional and relevant to your business? ***We think so!***

Here is what we found...

Company Size

Medical Affairs teams are part of companies of every size.

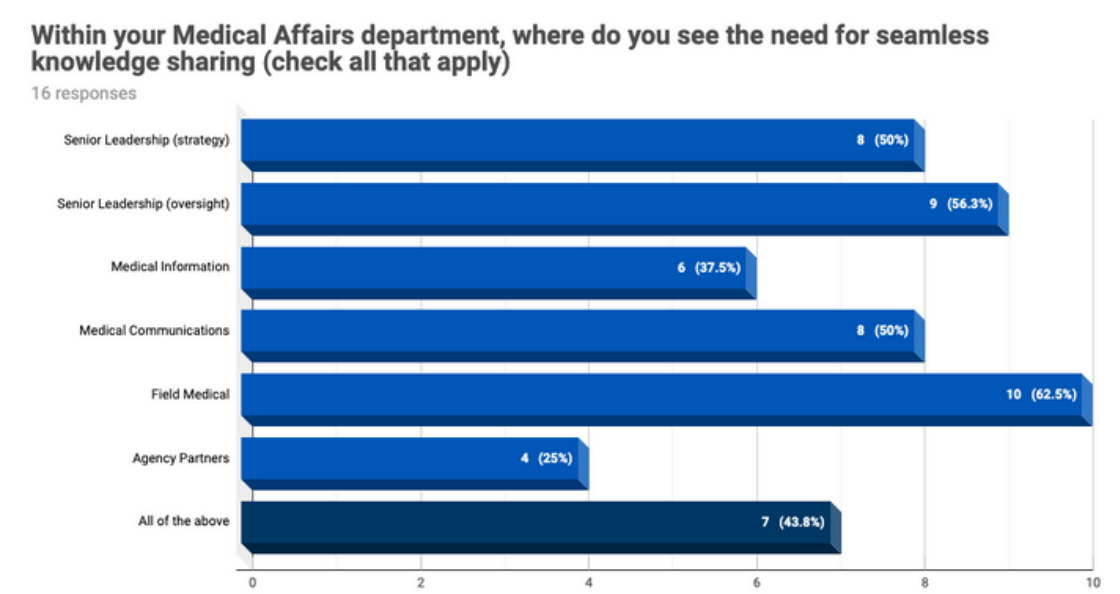


SUMMARY:

A reasonable mix across many differing business sizes and structures.

Knowledge Sharing Need

Seamless knowledge sharing needs within the Medical Affairs department.

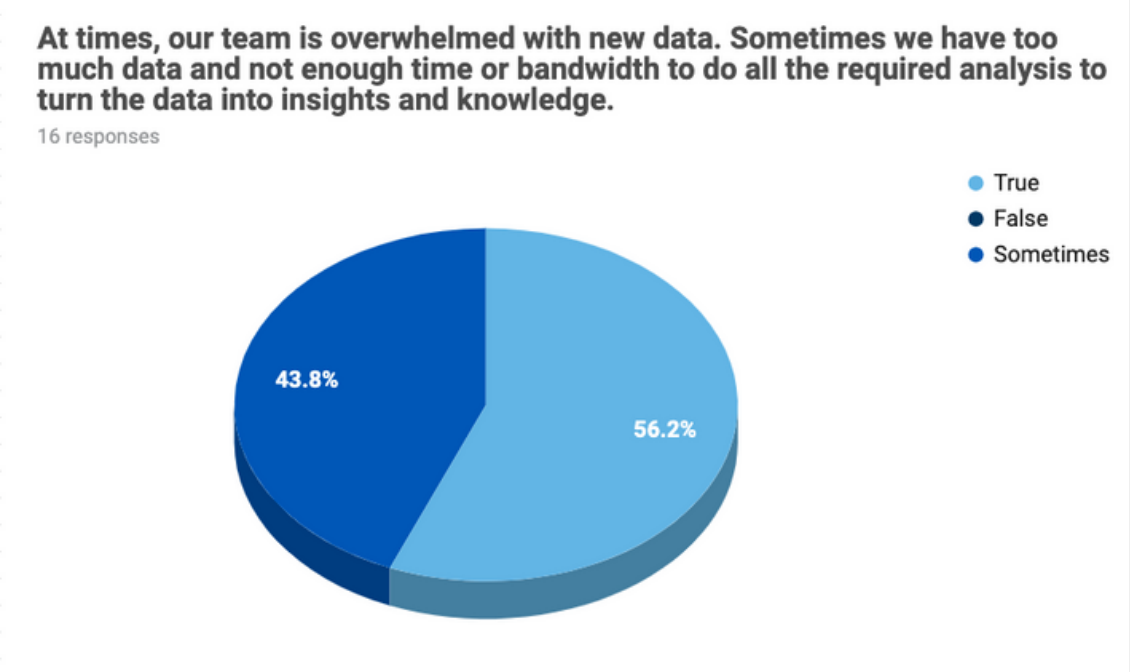


SUMMARY:

The need for knowledge sharing within the department is significant. Medical Affairs needs a solution where information is easily and intuitively accessible by all stakeholders in a compliant manner.

New Data

Seamless knowledge sharing needs within the Medical Affairs department.



SUMMARY:

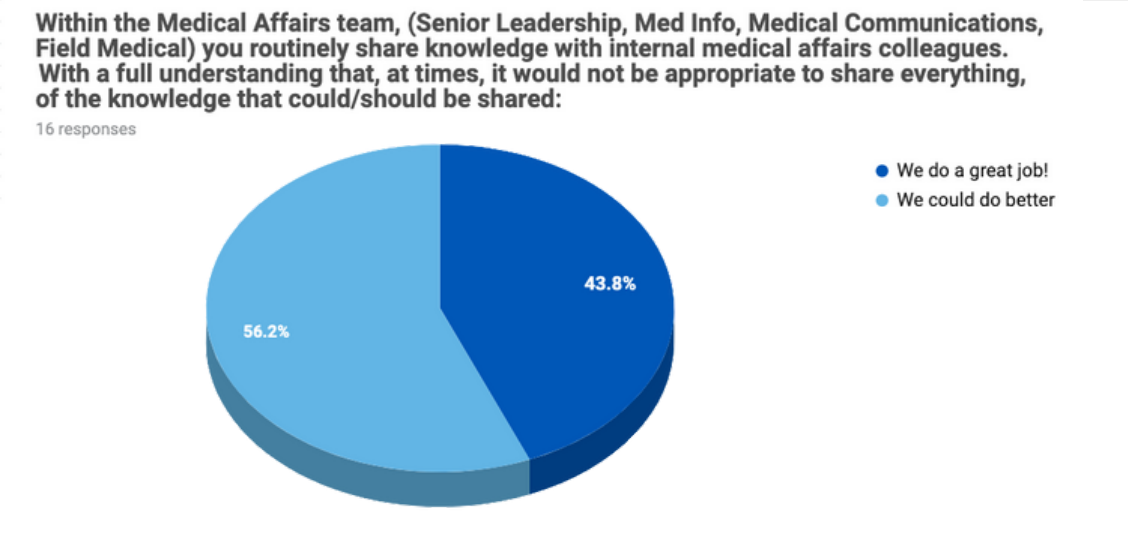
100% of respondents agree that, at times, there is too much data and not enough time to turn data into insights and knowledge. This was our "Aha!" moment as to how we can be of service to Medical Affairs teams.

At times, there is a fog created by senior leadership's strategic initiatives and how these initiatives distill from what is being seen and heard in the field. Your team's insights need to be assembled and compiled quickly and shared appropriately to maximize efficiencies within your team.

A consistent interpretation of various datapoints may help you align to an insight. Consistency of interpretation is vital to this process.

Knowledge Sharing Appropriateness

Appropriateness of sharing everything.



We had similar results when we asked about appropriate sharing with external stakeholders. When we parsed the data, those who believe they are doing a great job, are evenly mixed between small, medium and large pharma. It was beyond the scope of this survey as to what these differences were. We did ask about Knowledge Management Systems and there was a wide variety of systems used. This included Veeva, Sharepoint, MS Teams, OneNote, internal systems and traditional business presentation tools like PowerPoint and Excel.

Having multiple and/or inefficient data sources within Medical Affairs hinders effective and appropriate communication. There is also the challenge of keeping information current (not only current, but maintained on a continuum), with access to historical data as Medical Affairs teams frequently desire to go back in history to understand how they arrived at the current status on a drug or disease state. This is especially important for new hires.

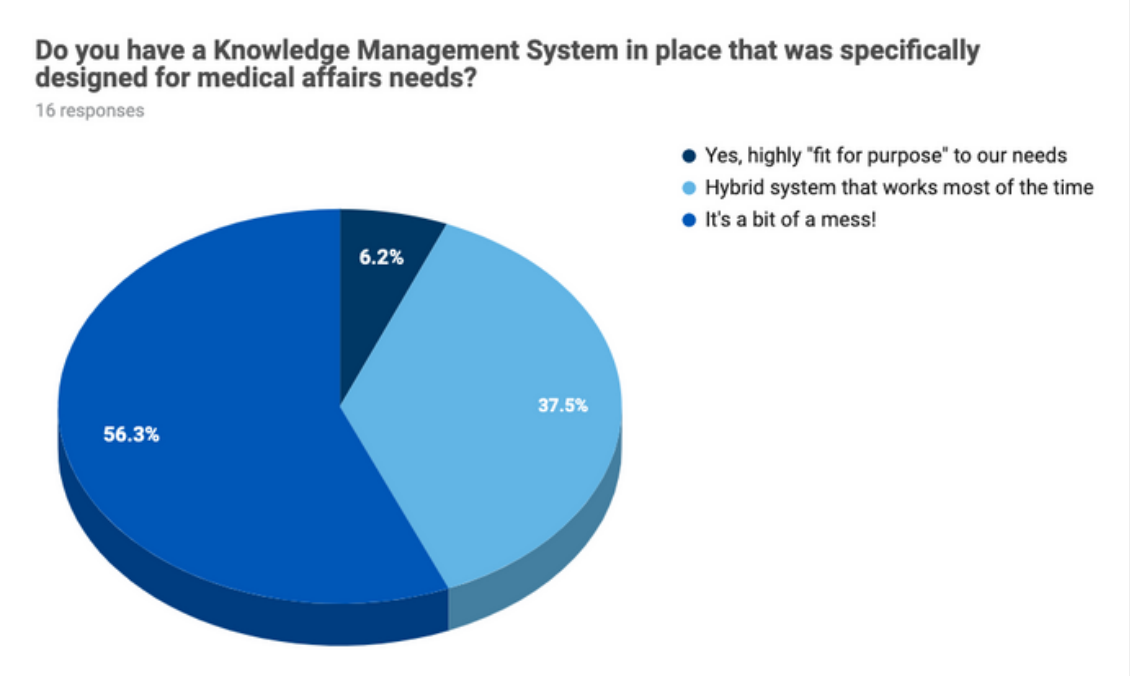
Ideally a Knowledge Management System should be centralized and compartmentalized to assure compliance with access restrictions as appropriate.

SUMMARY:

Appropriate sharing of knowledge internally and externally is a challenge for many medical affairs teams. An appropriate Knowledge Management System built for Medical Affairs needs can address this challenge.

Knowledge Management System

Knowledge sharing and management system in place specifically for the Medical Affairs department.



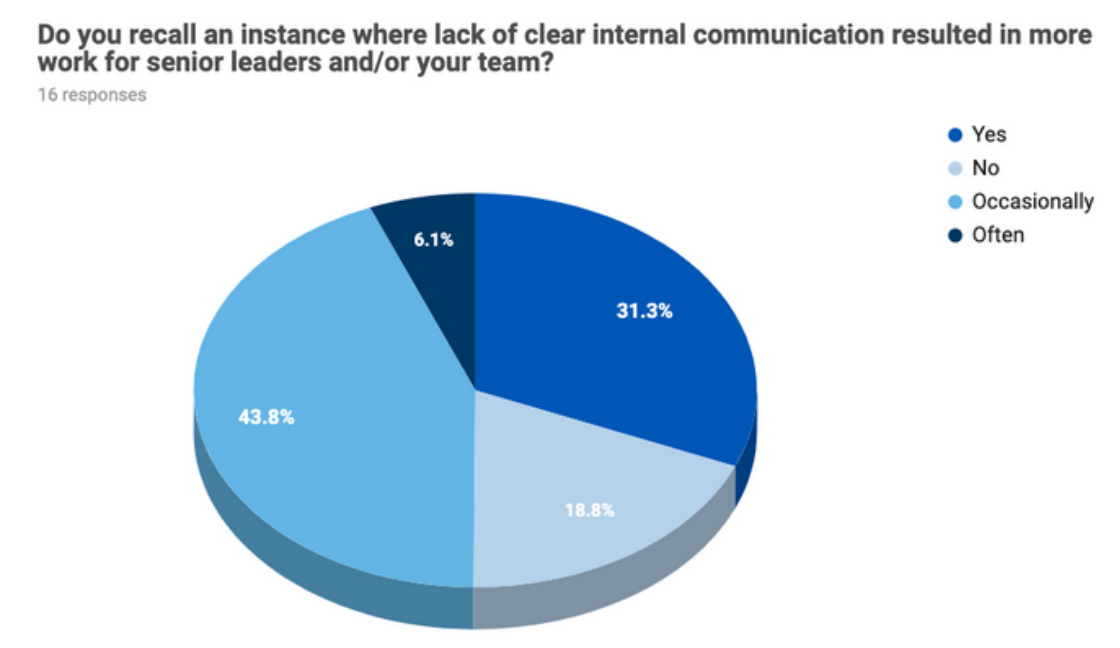
SUMMARY:

We found this very interesting: 15 of our 16 respondents agree there is room for improvement with their existing Knowledge Management System!

This is where the inPhronesis product, **inVision Knowledge Management System**, will be able to help you in so many ways.

Clear Internal Communication

Internal communication is an essential part of breaking down silos between departments.



SUMMARY:

13 of our 16 respondents believe there are inefficiencies in the workflow through Medical Affairs. We drilled down to understand how this happens. In some cases, there are silos, even within Medical Affairs departments, so the left hand does not know what the right hand is doing.

Others described this as poor mechanisms in place to leverage existing content, or structural issues such as whether Medical Information is a division of Medical Communications or a silo unto itself.

InVision breaks down silos and gives all authorized members of the team access to the information they need to do their jobs. We believe information flow should be bi-directional. Input from Field Medical and Senior Medical Affairs leadership often goes up to higher level executives. Feedback to the Medical Affairs team is often inconsistent. **inVision** helps build this good process into your system so everyone gets what they need to do their job with excellence.

Medical Affairs Frustrations

Anything else we should know?

Are there any comments or guidance you would have for us regarding the frustration(s) within Medical Affairs of sharing information appropriately in a timely, effective manner.

"Even with seamless systems, leadership will often want sentiment, which can't just be gleaned from viewing readily available dashboards or information – the translation/synthesis of that into something leadership can quickly digest is obviously still a challenge and can be contentious if the right stakeholders are not involved/participating."

"We need consolidation of information that can be accessed with the ability to pull specific information in an automated way."

Key Takeaways

Some key takeaways relevant to your business.

1. You are ***NOT*** alone in having internal communication challenges.

2. Inefficiencies lead to a waste of highly-skilled human resources.

3. Fixing this challenge can lead to better use of existing resources and enable finding meaningful insights for Medical Affairs and other stakeholders.

The inVision Solution

Create a SINGLE, ORGANIZED Version Of Your Data For The WHOLE Organization

Background:

inVision is a Knowledge Management System offered by inPhronesis. inVision has been developed by a team with a long history in the pharma/biotech industry.

The parent company of inPhronesis is inThought, a leading pharmaceutical and life science consulting firm. inThought/inPhronesis have worked with 11 of the top 20 pharma companies and have a range of global clients from developmental biotechnology companies to the largest global pharmaceutical companies.

inVision for Medical Affairs has come about organically through the work that inPhronesis has done with our pharmaceutical and biotech clients involved in medical conference coverage and medical communications.

As you know, commercial teams have their own set of needs from major congresses. However, the way the data is collected, analyzed, and shared has many similarities on both sides of the organization.

As we explored the needs and challenges of Medical Affairs teams in our survey it became clear the inVision solution has a wider role to play for Medical Affairs needs.

inVision provides a “one-stop” knowledge management system that will organize data and information as a single, easily navigable, organized resource. Having a single source improves efficiencies and as a result, maximizes use of valuable human resources by minimizing “administrative” work.

How inVision Can Help

ORGANIZE, SHARE, EVALUATE, AND VISUALIZE YOUR DATA.

inVision has 3 modules to support your workflow:

Medical Knowledge Management Portal

All your key data/information longitudinally linked & easily searchable

- Organizes clinical data, therapeutic landscape activity, expert opinion, conference activity, and other information by your customized topics and KIQs.
- Content is tied to the implications for your business.
- Will create, edit, and manage alerts (critical, timely information) to multiple distribution lists.

Medical Conference/Congress Module

Integrates your learnings with other key information

- Pre-conference schedule by keyword and topic.
- Organizes schedule for multiple attendees.
- Real-time notes and photos from presentations, posters, booths, as well as attendee interactions are captured.
- Customizable conference debrief tools.
- All conference information immediately integrated into your knowledge base.
- KOL section allows for input of information on the KOL, capture of notes regarding the interaction and a booth meeting scheduler.

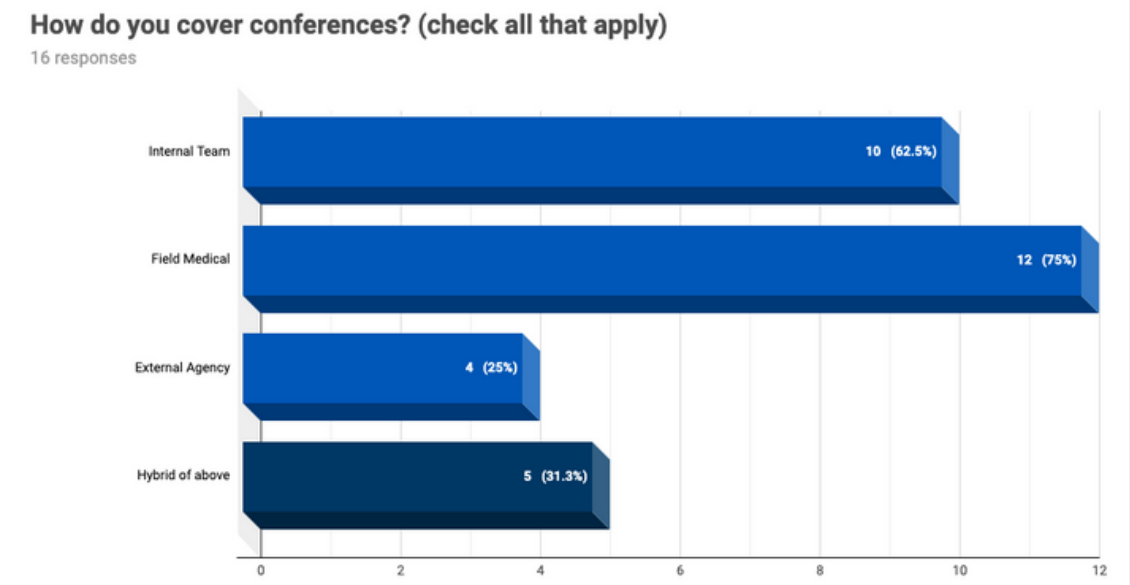
Visualization Module

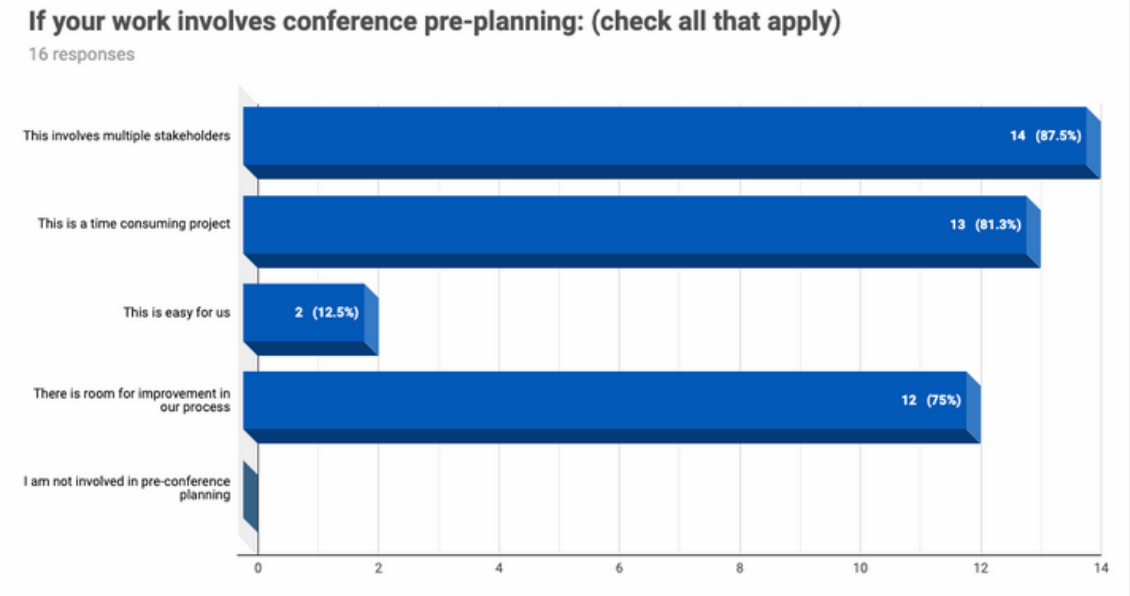
No more worries about version control

- Visual representation of timelines and pipelines which are downloadable to PowerPoint, PNG, or Excel.
- Customized to your nomenclature and business framework.
- Update assists from AI and inPhronesis customer support.

Conference Coverage

Common use case, covering conferences.





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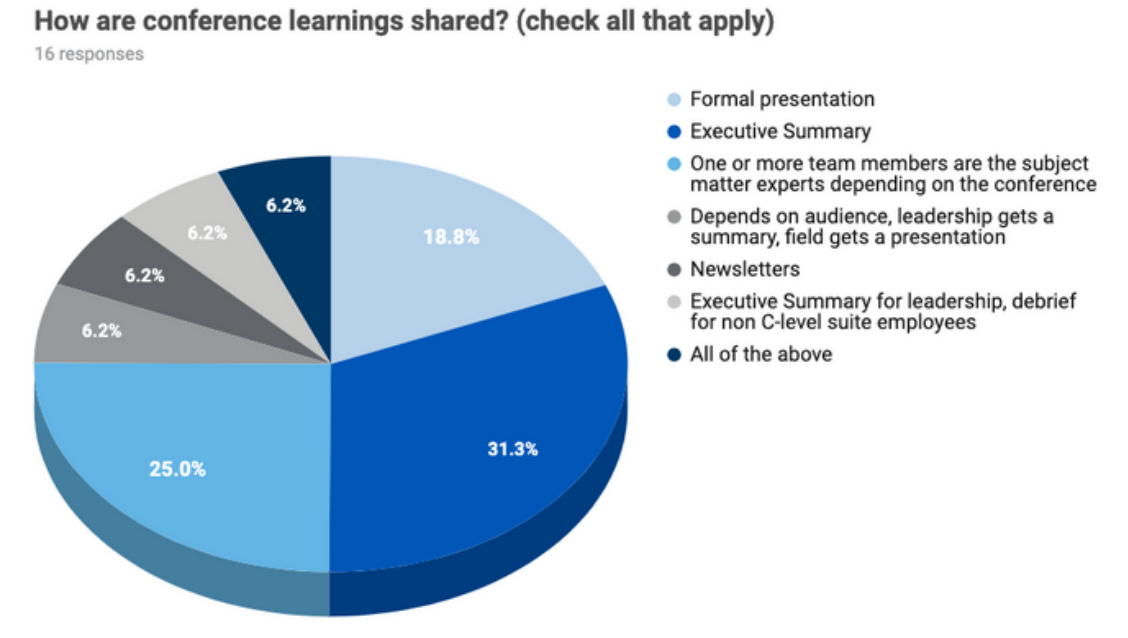


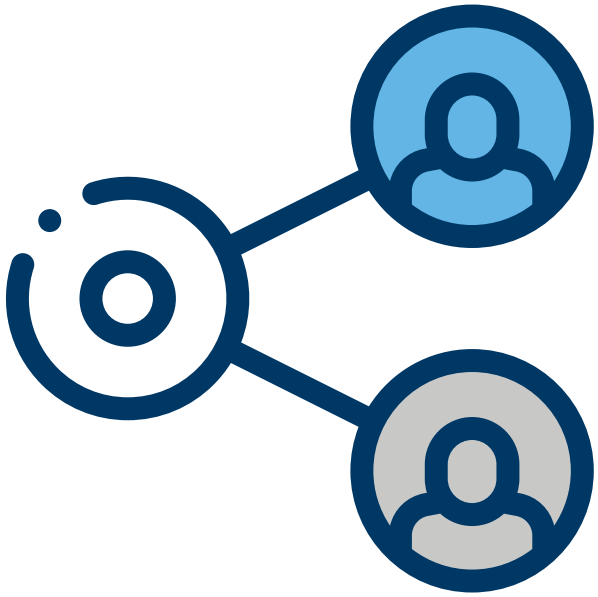
SUMMARY:

The results of these 3 survey questions highlight the challenges of conference coverage impacting Medical Affairs:

1. Conference planning involves multiple people.
2. It is time consuming before, during, and after the conference.
3. Most agree there is room for improvement in their process.

inVision is powerful Knowledge Management System. We can support your existing workflow which may include PowerPoint, Excel, OneNote, DataVision, PubStrat, or other third-party providers including full-service CRM platforms like Veeva.

How you choose to use **inVision** will be based on your specific needs and challenges and customized accordingly. Our clients use inVision because it is highly tailored to their needs and ensures one location to meet all its users' needs for data organizing, analysis and synthesis.



Conference Management Module

Reduce frustration during intelligence gathering.

Our clients love how inVision simplifies the Conference Coverage process. Many Field Medical leaders want their conference team engaging with the KOLs to follow up on key intelligence questions (KIQs); not spending inordinate amounts of time taking notes at sessions and other administrative tasks. inVision helps keep the team focused and everyone on the same page.

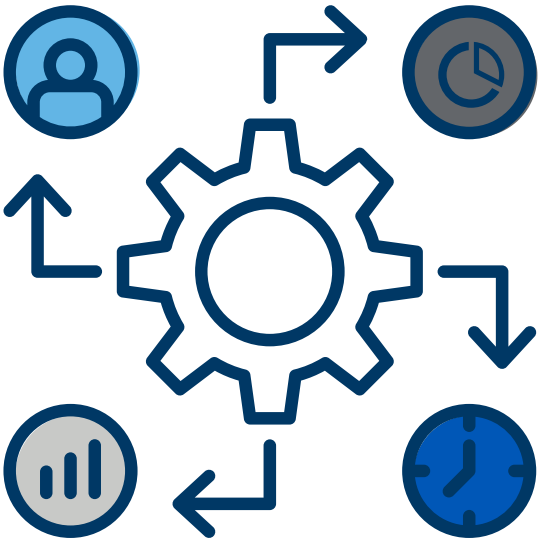
We have a lot of experience supporting conferences. Our process is simple and intuitive. With Conference Coverage through the inVision Conference Management Module, all companies seem to have many people involved and a lot of heavy lifting in gathering, sorting, and communicating new data. We have helped our clients manage this process from over 450 conferences.

Here is how it works:

1. You tell us the conference and we will do the heavy lifting regarding the pre-conference work. We will download the sessions as soon as they are available, use your key words to identify the priorities of the sessions, pre-populate your schedule. We will re-do this as the conference updates its agenda, so you are always working with the most recent version.
2. You tell us about the attendees from your team and we will ensure that all names are listed as options to cover the sessions. Once the sessions are assigned to your team, inVision will organize the schedule for multiple attendees.
3. The attendees can upload real-time notes and photos from presentations, posters, booths, and attendee interactions and insights through their phone, tablet or laptop.
4. Executive summaries? *No problem!* inVision has built in Conference debriefing tools that can be customized to meet your needs. Clients have commented that this has saved them hours of work.
5. All conference information is immediately integrated into your knowledge base and appropriately tagged. Whatever can be dynamically linked to other reports will be built in, so your graphs, charts and reports are immediately up to date.

As your partner, we will establish a best practice for Medical Affairs excellence within your organization for conference coverage.

Our Conference Coverage solution is an easy way to pilot inVision within Medical Affairs. Once you are comfortable with the inVision software we will be able to help streamline other process bottlenecks.



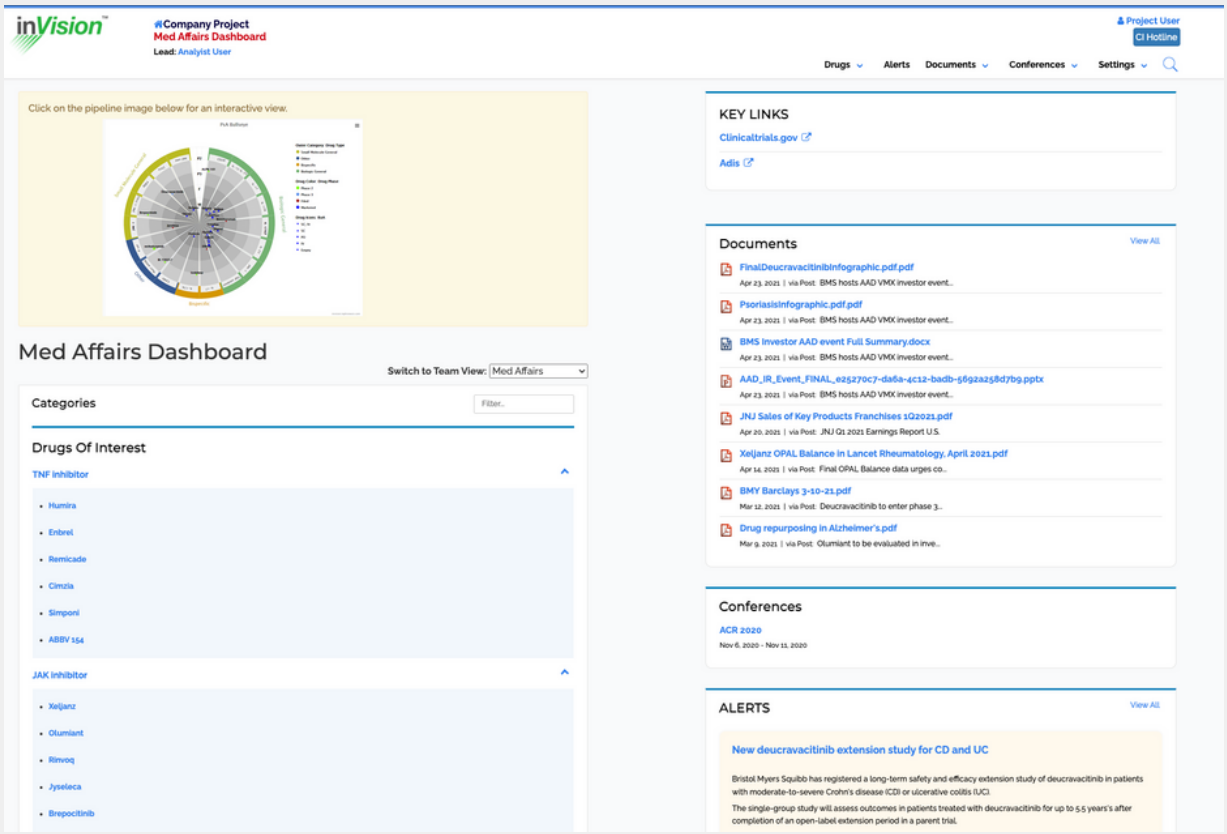
Landscape Analysis

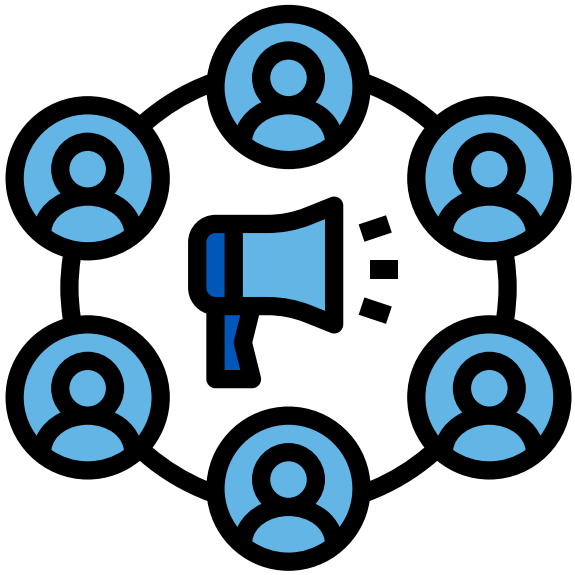
Dynamic views of your data for quick analysis and distribution.

inVision is also used for organizing deep data sets and other information.

Within the Competitive Intelligence world, we build Landscape Analysis tools. Within Medical Affairs, this could easily be converted to a Therapeutic Landscape Analysis to inform any Systematic Literature Review work.

These are built dynamically so there is no need to update graphs or charts. The most up-to-date version is automatically generated once the data is added. This feature alone will save many hours of your team's time.



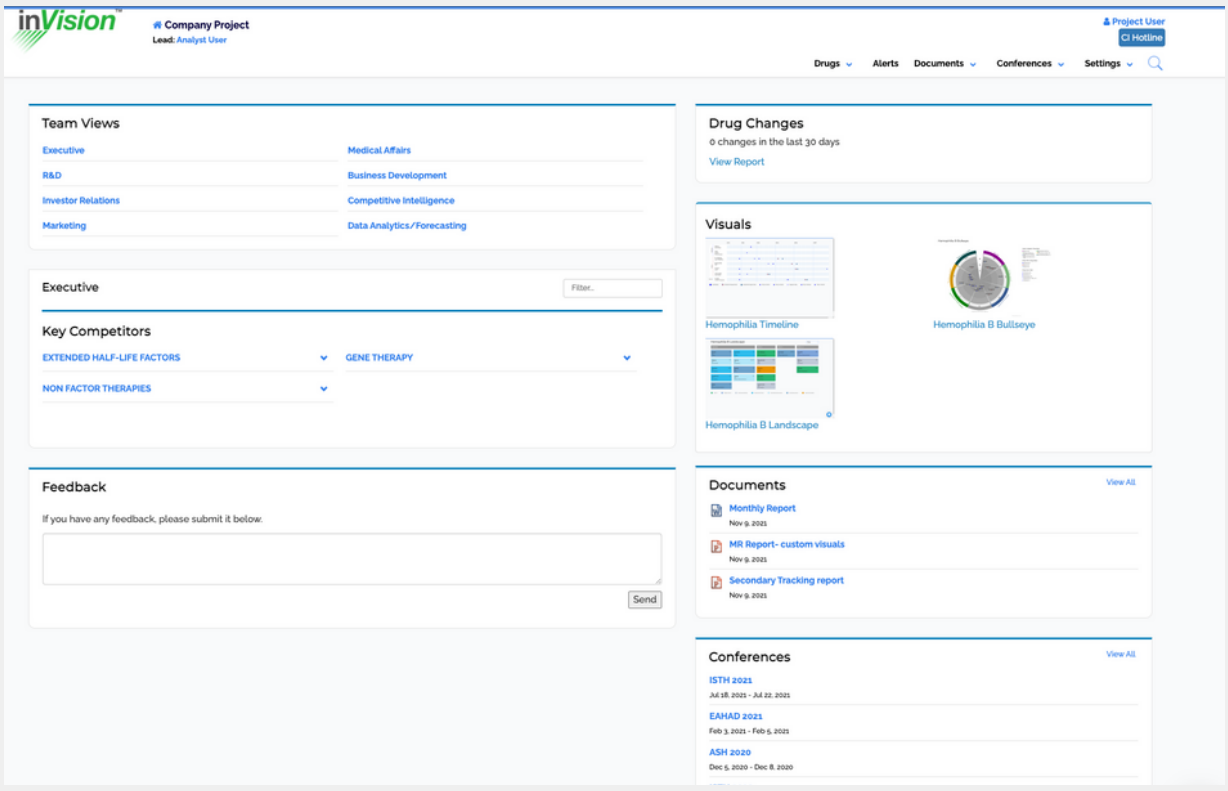


Medical Communications

Dynamic views of your data for quick analysis and distribution.

No doubt you already have robust systems in place for Medical Communications including Publications, Medical Information, non-promotional Med Ed and Advisory Board work. inVision fits into this existing workflow when new data comes into your organization that impacts medical communications. It is appropriately tagged so Medical Communications are informed in a timely way and the hand-off is documented. inVision can improve transparency in a gated way that makes sense to you and your team.

We would like to hear about the internal and external communication challenges that you are facing. Chances are the inVision system can help you improve efficiencies and information transparency by ensuring the right people are involved at the right time and the software has the right mechanisms in place to guarantee all projects move along as planned.



Next Steps

Ready To See What inVision Can Do For You And Your Business?

Empower Your Team With inVision

We would like to present a formal introduction of inVision and demonstrate our software for you. Ideally, those responsible for conference coverage in your organization should join us on the call. We will have our team of experts, including those with extensive conference coverage experience to answer questions.

If there is another member of your team who has a specific communication challenge that they would like to address, we would love to listen carefully and come back to you with a proposed solution.

Please get in touch!

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inVision™

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