

Medical Affairs Transformation—Balancing Focus and Flexibility

A company's portfolio of products, shifts in the medical landscape, and company culture are all drivers impacting how Medical Affairs should evolve – focused yet flexible.

	Traditional	Emerging	Leading Medical Affairs Teams	PwC Tech-Enabled Service, Product, Capability	
External Engagement	<ul style="list-style-type: none"> Reactive, limited set of stakeholders Scientific exchange defined by publications and related content Medical information function a cost of doing business vs, adding value Late and limited impact on product launches 	<ul style="list-style-type: none"> Medical engagement includes a broad set of stakeholders beyond the KOL/KEE Strategic, proactive engagement across the product life cycle “Real world” content as a key component of scientific exchange Digital engagement platforms designed for all Medical Affairs functions 	<p>Ongoing Review</p> <p>Vision and mission reset</p>	<ul style="list-style-type: none"> Redefining the Medical Affairs customer Creating new rules, content, and tools for medical engagement 	<ul style="list-style-type: none"> Medical Affairs engagement roadmaps Bodylogical, a PwC product Virtual scientific exchange platforms Medical Affairs leadership academy Medical Affairs risk assessment
Internal Engagement	<ul style="list-style-type: none"> Operationally inefficient Siloed both functionally and geographically Limited, strategic type collaborations 	<ul style="list-style-type: none"> Organizational designs to foster collaboration and efficiency Medical Affairs activities driven by broader company strategies Emphasis on medical/compliance partnerships 	<p>Strategy and structure</p>	<ul style="list-style-type: none"> Strong compliance partnerships Establishing disciplined and integrated planning processes 	<ul style="list-style-type: none"> Integrated Operations & Business Planning (IOBP) Medical Affairs strategic planning models Interactions Hub, a PwC product Managed Services - medical content review
RWD/E Leadership	<ul style="list-style-type: none"> Medical Affairs in a consultative, supportive role 	<ul style="list-style-type: none"> Medical Affairs defining strategy, leading large initiatives, stronger regulatory collaboration New evidence sources being identified and partnerships established 	<p>Compliance and risk assessment</p>	<ul style="list-style-type: none"> Establishing RWD/E governance, frameworks, and partnerships 	<ul style="list-style-type: none"> RWD/W governance & partnership models RWD/E operating models Managed Services - RWD/E
Digital and Analytics Enablement	<ul style="list-style-type: none"> Not a core capability for Medical Affairs 	<ul style="list-style-type: none"> Internal expertise deployed to Medical Affairs Bespoke Medical Affairs products and services CRM designed for Medical Affairs 	<p>Ongoing Review</p>	<ul style="list-style-type: none"> Designing and establishing digital and analytics partnerships 	<ul style="list-style-type: none"> Medical Affairs digital roadmap Analytics and insights platforms ProEdge, a PwC product

As Medical Affairs moves forward it should not be influenced by a stagnant framework, targeting a specific year in the future, or attempting to do everything in the short term.

