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Value

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With this in mind,

McKinsey has been

working closely with

industry executives to

create a bold vision for

the medical-affairs

function in 2025: one

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that embraces these profound changes and consequently seeks to drive positive impact for patients, caregivers, and healthcare professionals by enhancing medical affairs' strategic focus and optimizing the impact of its activities.

**A vision for medical affairs in 2025 | McKinsey**

Medical Affairs. GE

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## Medical Affairs In The Healthcare

Medical Affairs We provide in-depth knowledge and unsurpassed expertise in all aspects of medical affairs. We support our clients to provide dependable medical information, demonstrate value to practitioners, payors and patients, and navigate the healthcare landscape globally and locally.

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**Medical information**

**| Ashfield Healthcare**

Digital innovation is playing an important role in transforming the

Medical Affairs

approach and insights capabilities, so new

technologies and

digital as well, are

enabling Medical

function to obtain,

analyze and interpret

all the collected

information and

insights, with different

outcomes, including

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improving clinical studies and subsequent programs, pre-launches programs and LCM activities.

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**Medical Affairs and Stakeholder**

**Engagement in an Evolving ...**

Medical Affairs in the Healthcare Industry: An introduction August 26 at 1:51 AM · The use of wearable devices will grow in the future and there is a huge

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potential for these  
device in improving  
human health.

### **Medical Affairs in the Healthcare Industry: An ...**

Medical Affairs teams  
within pharmaceutical,  
biotech and medical  
device companies may  
be charged with the  
following: Relaying and  
providing clinical  
knowledge gained from  
trials to health care  
professionals and

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stakeholders.

Managing relationships  
with key thought  
leaders and  
stakeholders.

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Medical Affairs: A  
**Growing Career Path**

Medical affairs Driving  
influence across the  
health care ecosystem  
Instant Insights Solving  
your most pressing  
business challenges  
starts with knowing the  
landscape. Instant  
Insights offers you a

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digest of vital  
knowledge and  
practical steps you can  
consider now.

## **Medical affairs Driving influence across the health care ...**

A 2020 vision for  
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Accelerating the  
transformation and  
increasing the  
relevance of Medical  
Affairs. Given the  
significant changes in

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the healthcare  
landscape, this is an  
appropriate time to  
reassess and redefine  
the vision for Medical  
Affairs developed in  
2007.

**Pharma Medical  
Affairs: 2020 and  
beyond | McKinsey**

Medical Affairs, an  
integrated department,  
provides services to  
support the  
relationship of London  
Health Sciences Centre

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(LHSC) and St. Joseph's

Health Care London

(St. Joseph's) to the

Credentialed

Professional Staff

(physicians, dentists

and midwives),

Residents, Clinical

Fellows, and secretarial

support, such as:

## **Medical Affairs | St. Joseph's Health Care London**

OVERVIEW Medical

Affairs is both a

rewarding and

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challenging area in the

evolving environment

of drug development

and launch readiness

planning. Increased

scientific, clinical,

regulatory, and payer

requirements to

demonstrate clinical

value and product

differentiation in

increasingly well-

established therapeutic

areas heightens the

demand for an

evidence package that

clearly fulfills unmet ...

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## **Six Key Elements for Medical Affairs in Product Launch ...**

The Annual Meeting of the Medical Affairs Professional Society (MAPS) was held March 10-12, 2019 in New Orleans, LA. In addition to unveiling our new branding, staff from Peloton Advantage, now an OPEN Health company, were in attendance to hear firsthand how Medical

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Affairs professionals are adapting and evolving in response to ongoing changes in the healthcare landscape.

## **The Critical Role of Medical Affairs - OPEN Health**

As Medical Affairs builds its new position in biopharmaceuticals, our strong Medical Affairs expertise and more than 20 years of practical experience is helping our customers

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realize medical transformation. It is one thing to build a strategy but implementation requires a clear understanding of where you have been and where you can go.

**Medical Affairs |  
Syneos Health**

A: Firstly, medical affairs will be key in enabling pharmaceutical companies to explain

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what new treatments mean to the patients, in terms of clinical effectiveness, adherence, and quality of life, and also beyond the patient, exploring what pharmaceutical innovations mean to physicians and healthcare systems. The medical affairs organisations ...

**“Medical Affairs has a Central Role to Play in Building ...**

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Medical Affairs - U.S.  
Medical Information  
Our Medical  
Information team  
works to inform and  
educate healthcare  
professionals and  
patients about our  
products by providing  
clinical and scientific  
information that can  
support clinical  
decision-making.

**Medical Affairs - U.S.**  
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## **Medical Information Services | Ashfield**

article behavioral  
science digital

marketing healthcare  
communications

medical affairs. Sean

Markwardt, Ph.D. Sean

has over 10 years of  
medical

communications

experience in

commercial and

medical affairs teams

across a variety of

therapeutic areas. His

academic training and

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early career was in  
neurophysiology.

**Behavioral Science  
in Medical Affairs |  
Avant Healthcare**

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consultation to over  
1000 credentialing  
staff members  
nationwide, chiefs of  
staff, VISN leadership,  
and other VACO  
Program Offices.

Credentialing is the

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first step in Patient  
Safety.

**Medical Staff Affairs  
- Organizational  
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