

Key Functions of the Medical Affairs Team :

- Exploratory analysis to identify potential new efficacy endpoint and may be new indications for the product.
- Publication for new endpoints in various medical conferences and medical journals.
- Spreading product knowledge to the prescribers and other end users.
- Addressing questions from healthcare authorities on the safety and efficacy of the medicine which is not described in product details

Uniqueness of Medical Affairs (MA) :

- Finds out the hidden treasure within the drug



- Helps to select appropriate subgroup population who benefits the product to the optimum



MA v/s clinical programming team:

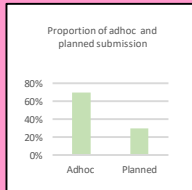
- Proportion of efficacy tables more than safety table



No luxury of defined structure and specification.

Challenge :

- Huge ad-hoc work volume due to exploratory and minimum predefined analysis



- Data in medical affairs may not collected systematically with close monitoring.
- Fluctuating priorities
- Long learning curve for the team associates

Remedies:

- On-board programmers with statistics background.



- Rigorous in-depth training of domain and product to understand the data indications.
- Continuous upgradation of competitor's product knowledge by key team members