



# Improving Patient Health and Safety

## Case Study: Medical Affairs

The medical affairs department for a large pharmaceutical company was rapidly growing and needed more medical affairs leaders. The client required scientific and project management expertise given the revenue importance of the products on the company's bottom line. This dual expertise was required as the product manager served as the medical affairs member of the development and brand teams. There was no time for training or an appetite for risk with junior level consultants. "Hit the ground running" was the mantra. The consultant quickly became accountable for the alignment of Global Medical Affairs activities with early development and launch readiness plans and objectives, including congress and publication strategy and assisting with the public dissemination of information and data. Given the successful interaction with the teams, the consultant started interacting with opinion leaders to obtain feedback on strategy, publications, and proposals within the assigned products. This included overseeing the execution of Medical and Scientific Advisory Boards, from start to finish. As the success of the collaboration continued, the consultant also collaborated with the matrix teams on department reviews and input into the clinical development and regulatory strategy and documents.

The consultant's leadership and their scientific and project management guidance provided multiple benefits to the client:

- Senior leaders at the client had more time to dedicate to being leaders and were better able to connect with the executive team while accomplishing departmental goals in a more efficient manner.
- Products - Since the consultant had a background in nephrology and kidney disease, they helped with product strategy and were able to fully articulate the product benefits. Because the consultant had a pharmacist background, they developed easy to understand language from a patient perspective on the benefits of the immunotherapy IgAN nephropathy drug. In addition, the consultant was aware of the side effects and dangers of the class of drugs. Because of this mechanism of action, the consultant advised the team of a potential black box warning, so the team planned around this and were better positioned relative to the competitors.
- The consultant completed IO HCP and advisory board discussions over a two-year period to place the drug in a better competitive position to capture more revenue and more revenue quickly.
- The consultant was the first consultant to collaborate with ex-us KOLs and delivered a presentation to 100+ employees providing a path for other consultants to collaborate with ex-US KOLs.

