



PERSPECTIVES: 5 Steps to Improving and Demonstrating the Impact of Medical Affairs

5 Steps to Improving and Demonstrating the Impact of Medical Affairs

Medical Affairs is a strategic life sciences pillar and keeper of scientific knowledge and its associated worth. The impact of this knowledge is immense, with the potential to transform the lives of patients living with illness and revolutionize the field of evidence-based medicine. Unfortunately, measuring the true value of Medical Affairs remains challenging.

Medicines have become more complex, more specialized, more nuanced and MSLs are playing an increasingly important role in educating HCPs and driving the right clinical behavior. This also means the map of KOLs is broadening and shifting quickly. Medical Affairs needs to have a holistic approach in managing thought leaders including digital opinion leaders and rising stars or those who are increasingly becoming more influential across their field.

Drawing on their specialized scientific and medical understanding, Medical Affairs puts forth real-world proof, intelligence, and peer-to-peer contact in addition to educational chances for those involved in healthcare. All of this serves to improve patient results.



More often than not, it's difficult for Medical Affairs to prove their worth beyond the services they provide. Traditional methods such as teaching stakeholders are essential, but **how can Medical Affairs reliably quantify their value and keep up with the rapidly evolving field?**

When constructing KPIs, it's crucial to strike the right balance of quantitative and qualitative metrics. Quantitative measurements – like KOL engagements, insights collected, med info reqs, and congress attendance – only tell part of the story; an even greater understanding is gleaned when combining these with qualitative measures such as knowledge/practice advancements amongst KOLs, peer connections made by MSLs, follow-up on identified insights and survey results. Maintaining a synergy between both types of metrics provides valuable insight into how well Medical Affairs strategies and activities are in line with organizational medical objectives.

Traditional Impact Measurement Methods Utilized by Medical Affairs

Activity Metrics

Number of activities conducted by medical teams across field activities, scientific activities and more.

Counting Calls/Insights

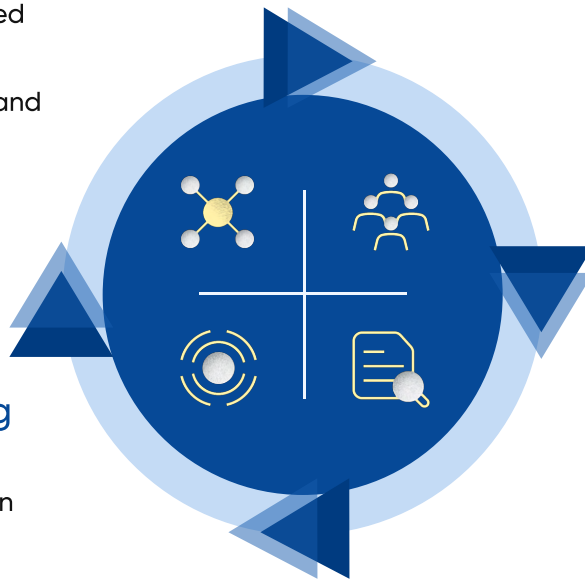
MSL insights brought back to HQ to better understand the unique perspective of healthcare professionals.

MSL Advocacy Scoring

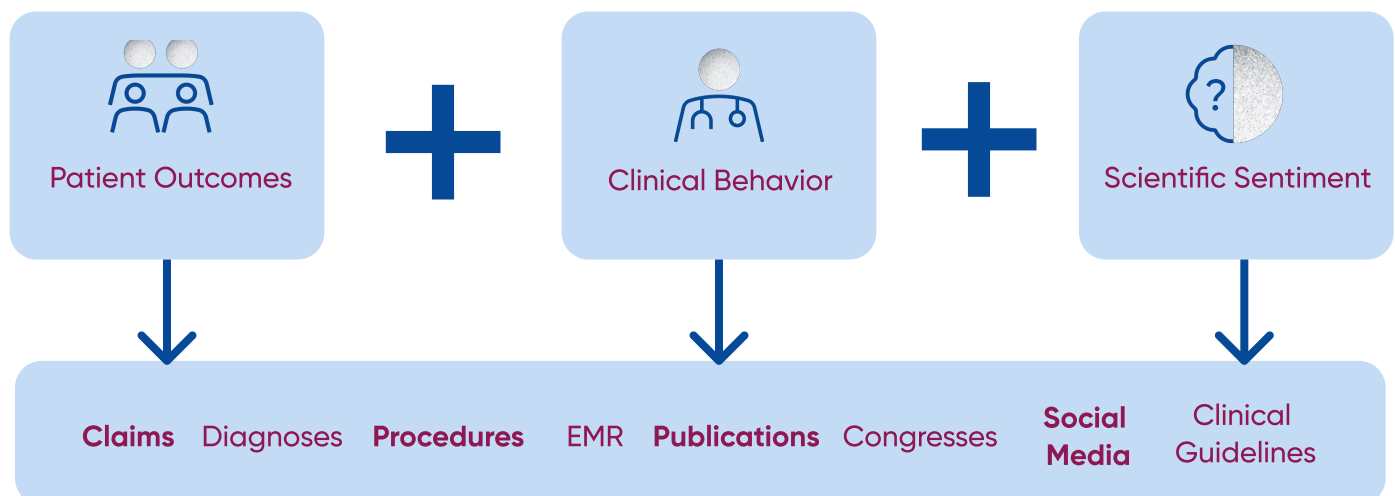
Advocacy Scores are typically self reported by MSLs based on perceived EE alignment to a company's scientific initiatives.

External KOL Surveys

Surveys sent to healthcare professionals from vendors or via MSLs to understand feedback and how the engagements are perceived.



The future state of impact demonstration requires a paradigm shift – looking beyond internal activities.



5 Steps to Improving and Demonstrating the Impact of Medical Affairs



1. Addressing Clinical Care Gaps

It all starts with pinpointing which healthcare professionals (HCPs) and their respective healthcare systems are producing subpar results for patients. The data will show you if they're not providing proper treatment, diagnosis, or testing - leading to decreased reimbursements, a higher mortality rate, and more frequent readmissions. Clinical data is key to this and what H1 utilizes to help customers discover these gaps in care that are ultimately impacting target patient outcomes.



H1 considers the threshold for identifying a gap in care by referencing established protocols such as CMS and HEDIS. We then apply those same criteria to our data, evaluating for potential issues like hospital-acquired infections or unwanted conditions, as well as taking into account feedback from patients surveys.

2. Finding Agents of Change

The next step is to pinpoint who can enact a shift in the clinical care gap. If it's a smaller practice, an HCP may be best suited; if it's a large healthcare organization (HCO), H1 can aid you in discovering the right people to make that change. Today, thousands of Medical Affairs professionals utilize H1's platform to find change agents across their territories including thought leaders, digital opinion leaders, treatment leaders, rising stars, HCPs with diverse backgrounds, HCPs that see diverse patients and more.



Think about the possibilities of overlaying care gap insights from H1 with your MSL territory planning. You can see where your thought leaders are and how that impacts scoring. You can also understand the common trends and topics in social media and draw insights from all of this data and the network of influencers to formulate effective outreach strategies.

3. AI-Driven Real-time Insights

The next phase is to establish strong connections with HPCs and HCOs. With AI-powered solutions and the ability to integrate into existing systems like CRMs, we can give you all the personalized data you need right when you require it. As teams go out into the field it's critical that every conversation be strategic and relevant. AI and machine learning can be deployed against millions of data points to provide real-time understanding of what the HCP or HCO is most currently interested in and provide those insights to an MSL proactively.



As you prepare to meet with a Key Opinion Leader, H1's mobile app can update you with that HCP's latest published material or social media post, helping ensure your pre-call research is current and up-to-date. With this data at the ready, entering your meeting on Thursday with confidence.

4. Omni-channel Strategies to Build Relationships with Through Leaders

The fourth objective is to create an all-inclusive atmosphere for engaging with medical professionals and experts. In the case of H1, customers have the the chance to engage with experts across medicine and access their recommendations and interpretations of breakthrough research across all therapeutic areas.



Deploying MSLs is a very hands-on and high-touch approach. In this day and age, you need to supplement that with an omni-channel strategy. With H1, you have access to approximately 10K specialists who share their opinions and recommendations on the latest research, experiments and publications, while millions read through them.

5. Data Analytics to Track Clinical Behavior Change Over Time

Once the process is complete, measuring its effectiveness is essential. Without understanding the impact, you can't alter it. Our team can provide you with in-depth analysis to show how much influence science has and whether behavior has shifted. Through data gathering, technical expertise and analytical skills, our services give you accurate measurements for gauging impact.



H1 looks across social channels, talking on the podium, and clinical trials to deliver scientific share of voice and sentiment analysis. We help you understand how your message cuts through the noise. A data readout can cause a spike in mentions. H1 goes deeper to provide insights that show exactly where you are making an impact and what is causing your share of voice to change.



H1 Connecting the world with the right doctors

H1 is the connecting force for global HCP, clinical, scientific and research information. The H1 Connect platform democratizes access to HCP knowledge and groundbreaking insights for life sciences, academic medical institutions, health systems, and payors. H1 Connect fuels a robust product that helps customers discover and engage industry experts, drive equitable research, access groundbreaking science, and accelerate commercial success with the most robust and accurate healthcare professional data.

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