

The Five Pillars of Impacting Clinical Behavior for Medical Affairs

Medical Affairs teams are taking on an ever-increasing role in driving clinical transformation. But how can these teams make sure their efforts are having a real impact? One way is to measure the true value of Medical Affairs by looking at its scientific share of voice.

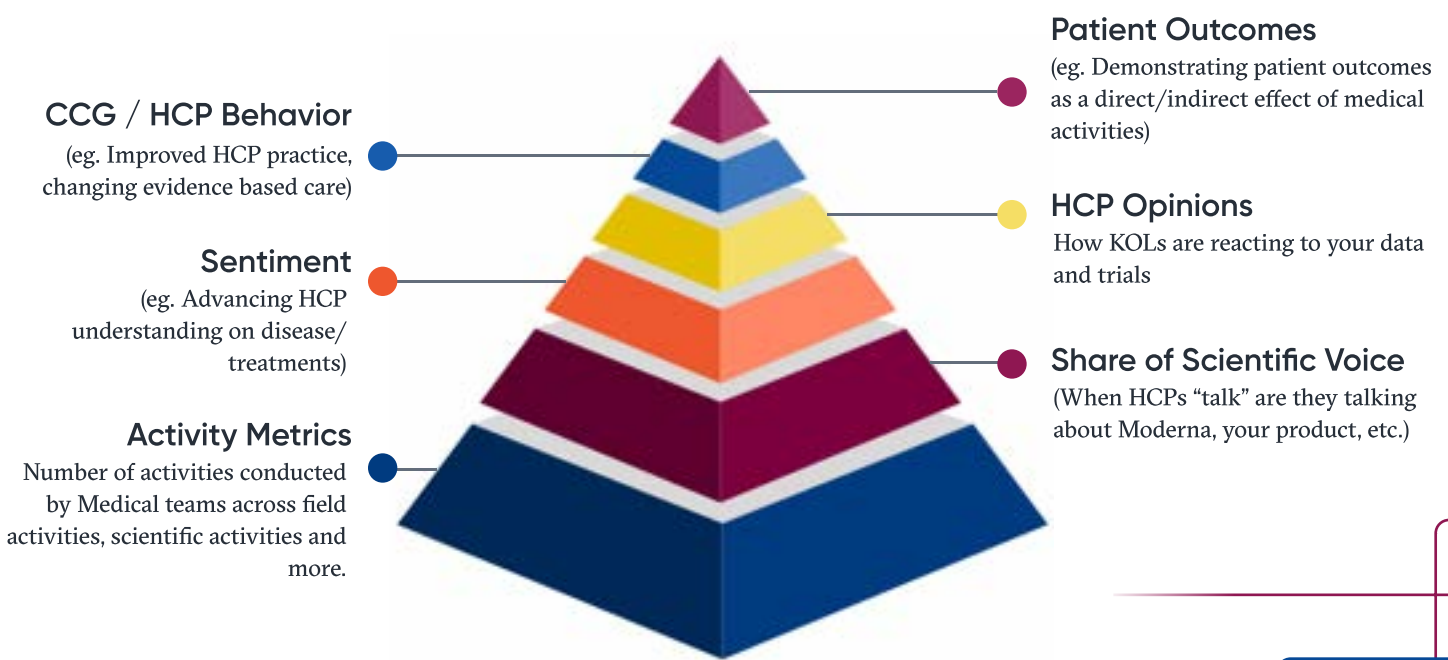
How H1 Looks at Medical Impact for Medical Affairs

Medical Affairs teams have an opportunity to drive meaningful change within their organizations by elevating their scientific share of voice. By utilizing resources such as expert knowledge and digital platforms effectively, they can bridge care gaps through meaningful content creation – ultimately leading to improved patient outcomes worldwide.



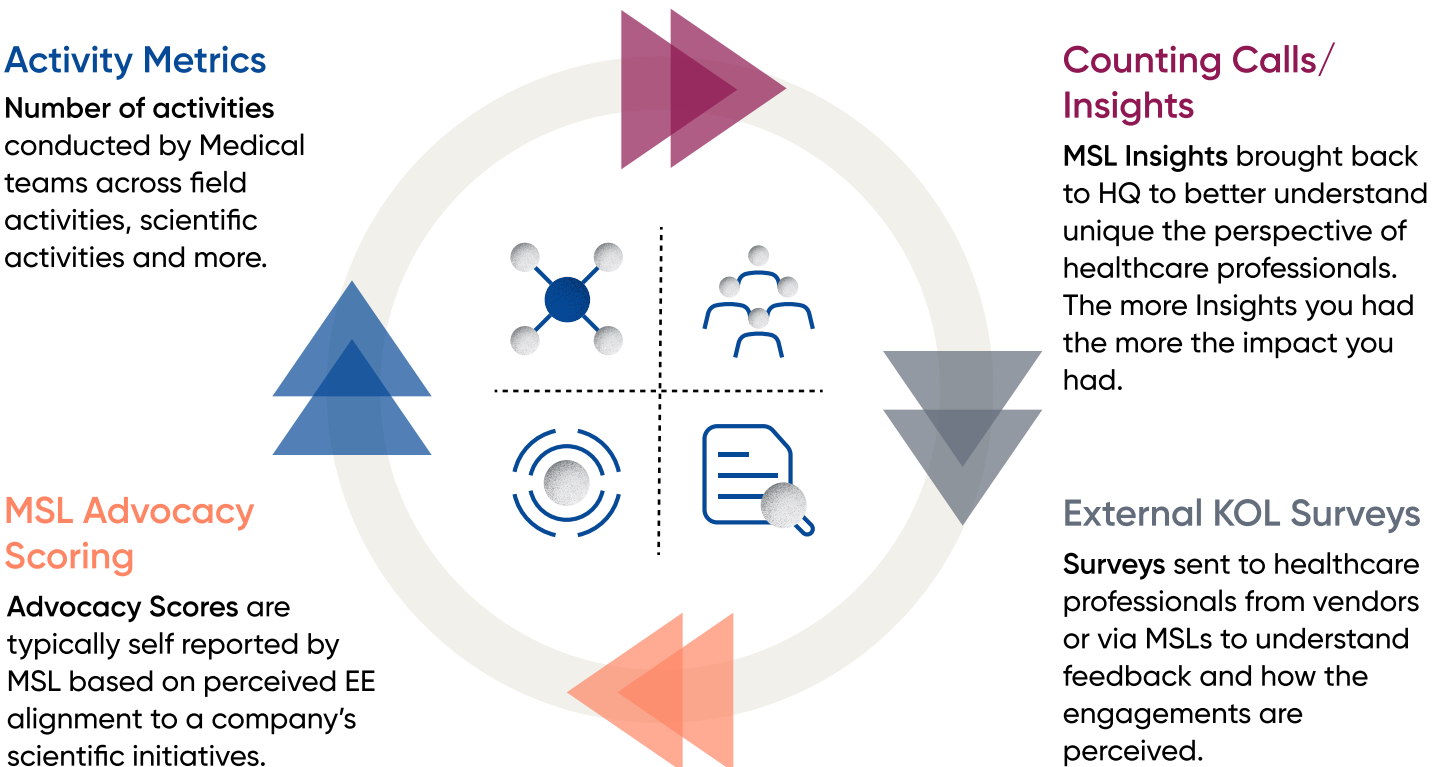
Different Levels of Medical Impact

Utilizing digital platforms also allows you to better track interactions between scientists, healthcare professionals, KOLs, regulatory bodies, public opinion makers etc., so you can accurately gauge interest levels surrounding certain topics or products/services.



Current Measurement Methods Used by Medical Affairs

Establishing relationships with key opinion leaders (KOLs) can be invaluable in promoting your organization's message and driving medical innovation.



To learn how to leverage H1's platform for measuring Medical Affairs impact, visit h1.co