

# Medical Affairs

## Certificate Program

Elevating Medical Affairs Professionals in Switzerland to the next level



### Background

The Medical Affairs role is rapidly evolving in the healthcare industries. It plays a vital role in the success of the companies. A modern Medical Affairs professional working in Pharma, Biotech or Medical Device Industry, needs to successfully maneuver between a diverse range of internal and external stakeholders as well as country specific regulations.

Many companies offer internal training and development programs for employees. However, these are often organized regionally or even globally and are not always specifically geared to the needs of Medical Affairs professionals and even less specific for the Swiss healthcare environment. There is no Swiss-specific comprehensive training and qualification program for Medical Affairs professionals existing in Switzerland. This unmet need is addressed by shqa with the *shqa Medical Affairs Certificate Program* under the umbrella of the *shqa Academy*.

The *shqa Medical Affairs Certificate Program* is unique:

- The first of its kind, Swiss-specific, hands-on professional training for Medical Affairs professionals
- Built with leaders across the Swiss Medical Affairs community
- Accredited/endorsed by ECPM (ECTS points) and SwAPP

Our vision: We elevate Medical Affairs professionals working in Switzerland to the next level.

## Set objectives

In this module-based certificate program, participants will learn the important cornerstones for successful customer interactions in the Swiss healthcare system. From strategy and processes to customer-oriented implementation, they will receive the necessary tools for contributing to the care of patients in Switzerland. Participants will also gain key market insights, management skills and practise professional communication and negotiation. In addition, there will also be the opportunity to expand their professional network.

## Target group

The program is designed for Medical Affairs professionals (ideal within the first 2 years the job) or those aspiring to become one in Switzerland. An academical scientific background is recommended.

## Wins for Medical Affairs professionals

- **Deep insights and learnings:** Participants will gain comprehensive knowledge of key Medical Affairs aspects of daily work. Industry experts share relevant examples.
- **Hands-on work and active exercises:** The program concept ensures participants will be prepared for day-to-day work as an invaluable cross-functional team member.
- **Valuable industry network:** A network full of industry peers that will continue to serve as a resource for sharing experiences, ideation, support and fun.

## Gains for companies with shqa certified Medical Affairs professionals

- **Certified expertise:** SHQA-certified Medical Affairs professionals combine broad practical knowledge with scientific rigor, business acumen, and healthcare system understanding.
- **Resource efficiency:** Companies face challenges in offering concise, comprehensive education for Medical Affairs staff due to constraints of time, money, and resources. Certification helps companies save resources and time.
- **Strategic and tactical execution:** Certified professionals enable flawless execution of strategic and tactical plans, allowing the company to focus on high-priority initiatives.
- **Cross-functional impact:** Medical Affairs professionals provide a thorough and highly relevant cross-functional impact, delivering results more efficiently.
- **In-depth knowledge:** Certified professionals possess a deep understanding of regulations, financial flows, and the healthcare system stakeholder ecosystem, making them invaluable and highly effective partners in cross-functional teamwork.

## Accreditation by ECPM and SwAPP

We are proud of our cooperation with ECPM - The European Center of Pharmaceutical Medicine in Basel and SwAPP - Swiss Association of Pharmaceutical Professionals. For each module completed, participants can apply for both SwAPP accreditation and ECTS credit points (via ECPM University of Basel). For ECTS credit points, participants must apply for the credit points per module, complete a homework assignment after each module and pass a mandatory knowledge check offered by shqa.

## Steering committee

The *shqa Medical Affairs Certificate Program*'s volunteer-based steering committee consists of diverse leaders across the Swiss Medical Affairs community. Our committee is integral to the development, sustainability and progression of the program. The committee advises on future strategy & direction and critically reviews the content development. Moreover, the members advocate for the *shqa Medical Affairs Certificate Program* to make it an invaluable Swiss resource for Medical Affairs professionals as long-term goal.

Their broad knowledge and extensive experience with the Medical Affairs profession provide a positive impact on the broader Medical Affairs community including helping Medical Affairs professionals and their leaders with their professional growth and development.

Steering committee members:

- Dr. Mascia Ghielmetti, PhD, Director Medical Affairs, EffRx Pharmaceuticals SA
- Dr. Matthias Langenfeld, MD, Medical Lead Switzerland, Ipsen Pharma Schweiz GmbH
- Dr. Anne Le Coz-Iffenecker, MD, Medical Director, Biogen Switzerland AG
- Dr. Anna-Katharina Moser, PhD, Medical Lead Alpine, Alexion Pharmaceuticals Inc.
- Dr. Olivier Schorr, MD, Medical Director, Gilead Sciences Switzerland Sàrl
- Dr. Kathrin Stirnemann, PhD, Head of Medical Customer Engagement, Roche Pharma Schweiz AG
- Dr. Caroline Vonder Mühl, MD, Medical Director, Bayer Schweiz AG

## Content overview

The certification program consists of seven modules A-G. Modules A-F are required to achieve full shqa certification; module G is optional. All modules follow a hands-on, practical approach that is underscored with examples from the industry. A detailed curriculum of each module can be found starting on page 6.

Module	Content	Detailed information
Module A	Switzerland and its healthcare system	<a href="#">Click here</a>
Module B	Effective medical communication & presentation	<a href="#">Click here</a>
Module C	Scientific excellence	<a href="#">Click here</a>
Module D	Medical leadership	<a href="#">Click here</a>
Module E	Strategic partnering	<a href="#">Click here</a>
Module F	Medical omnichannel engagement	<a href="#">Click here</a>
Module G	Medical Affairs in a nutshell	<a href="#">Click here</a>

## Abbreviated module content

### Module A – Switzerland and its healthcare system

- Regulation of the Healthcare-System in CH
- Stakeholders and Reimbursement-Systems
- Approval and Reimbursement of medicines in a nutshell
- Regulations specific to Medical Affairs
  - VITH and others
  - Medicinal product law
  - Compliance and pharma codex
- Status Quo of Healthcare in CH
- Stakeholder-Mapping
- Business-Case individual
- Future Developments in Healthcare Policy
- Vision for the future

### Module B – Effective medical communication

- Personal attitude / mindset
- Customer meeting journey
- Situational analysis
- Who will sit opposite me?
- Meeting agenda and goals / setting objectives
- Target-oriented questions

## Program Dossier

- Active listening
- Basics of decision making
- Customer needs analysis
- Insights generation
- Regulation of the autonomous nervous system and body language
- Scientific dialogue
- Recognizing signals
- Respond to questions
- Objection handling

### Module C – Scientific excellence

- Clinical development process & post-approval research - Swiss specific aspects
- Design and conduct of data generation projects in Switzerland – an A-Z journey
  - Legal basics in human research
  - Protocol development
  - Swissethics / Swissmedic
  - Real world evidence
  - Internal aspects, involvement of internal stakeholders, budget management
  - Stakeholder / patients / public involvement
- Publication & Presentation of generated data

### Module D – Medical leadership

- Leading in a matrix organization & business acumen
  - Principles of lateral leadership
  - Influence of one's own attitude on leadership
  - Tools and guidelines for successful lateral leadership
- Self & time management
- Resilience

### Module E – Strategic partnering

- Internal & external strategic partnering
- Cross-functional cooperation (pre-launch / post-launch)
- Medical stakeholder mapping
- Planning & reporting
- Integrated brand plan and medical affairs plans

## Module F – Medical omnichannel engagement

- What is omnichannel and where does the industry stand?
- Why is it also relevant and important for Medical Affairs?
- What are critical success factors and what needs to be considered?
- How to develop a persona?
- How to design an omnichannel measure?

## Module G (optional) – New to Medical? Medical Affairs in a nutshell

- Role and integrative matrix role of medical
- Adding value as Medical Affairs professional
- My career in medical

## Trainers

Our trainers all come from the trenches - and their industry expertise bridges the gap to the real world. By working closely with our member companies and healthcare professionals, we are able to provide the latest knowledge and insights. Most of the Steering Committee members are content sponsors of entire modules. Additionally, some are workshop facilitators or even trainers of specific topics.

## Dates and times

All modules will be held at least once within a running year. Modules can be booked individually, in any order. Completion of Modules A-F qualifies for the shqa certificate. Participants with a certificate might continue with a shqa diploma activity.

## Curriculum *shqa Medical Affairs Certificate Program*

Onsite classes will take place in the area of Zurich, Aargau, or Lucerne.

Module A
<b>Switzerland and its healthcare system</b>
<p>The Swiss healthcare system has distinct differences to the healthcare systems in the neighbor countries. As many Swiss Medical Affairs professionals are either not yet familiar with the peculiarities of the healthcare system or are coming from abroad, this module will exclusively deal with the structure of the Swiss healthcare system and shed light on its stakeholders.</p> <p>In this module, we will provide the following knowledge and understanding:</p> <ul style="list-style-type: none"> <li>• Regulation of Healthcare in Switzerland</li> <li>• Regulations specific for Medical Affairs</li> <li>• HC System Stakeholders and Reimbursement-Systems</li> <li>• Status Quo of Healthcare in Switzerland</li> <li>• Future Developments in Healthcare Policy</li> </ul> <p>Having attended this module, participants will be able to apply in their job:</p>

## Program Dossier

<ul style="list-style-type: none"> <li>• Managing projects in compliance with Swiss legislation and compliance regulations</li> <li>• Definition and mapping of stakeholders in the Swiss legal and compliance structures</li> <li>• Understanding the impact of the Swiss overarching regulations and framework conditions on their (project) work</li> </ul>	
<p>Moderation:</p> <ul style="list-style-type: none"> <li>• Lorenz Borer, Partner of Bluestep AG</li> </ul> <p>Trainers:</p> <ul style="list-style-type: none"> <li>• Lorenz Borer, Partner of Bluestep AG</li> <li>• Peter Indra, Gesundheitsdirektion Zürich</li> </ul> <p>Guest trainers</p> <ul style="list-style-type: none"> <li>• Caroline Vonder Mühl, Bayer (Schweiz) AG</li> <li>• Sylvia Schüpbach, Pharmalex GmbH</li> </ul>	
<p>Time required for ECTS accreditation (only for participants who apply for ECTS credits):</p> <ul style="list-style-type: none"> <li>• Preparation and follow-up: 6.5 hours</li> <li>• On-site class: 8.5 hours</li> <li>• Post-class work: 15 hours (5-10 pager in the field of pharmaceutical stakeholder analysis and management in the Swiss healthcare system)</li> </ul>	
<p>ECTS credit points: 1 (equals 30 hours in total)</p> <p>SwAPP credit points: 7</p>	
<p>1-day class</p> <p><b>Onsite</b></p> <p>09:00-17:30</p>	<p><b>Welcome &amp; introduction</b></p> <p>Introduction, getting to know each other, organization and working methods</p>
	<p><b>Healthcare system</b></p> <p>Status quo the healthcare system in Switzerland, Stakeholders and their concerns</p>
	<p><b>Reimbursement system</b></p> <p>Approval and reimbursement of medicines in a nutshell</p>
	<p><b>Swiss laws and compliance regulations</b></p> <p>Regulation specific to Medical Affairs: VITH, medicinal product law, privacy &amp; data regulation and others</p>
	<p><b>Stakeholder mapping</b></p> <p>Individual business case &amp; discussion</p>
	<p><b>Applied compliance</b></p> <p>Application of the regulations and Swiss pharma codex for the review of promotional materials and the organization of events</p>
	<p><b>Healthcare system</b></p> <p>Future developments in healthcare policy; vision for the future</p>

[Back to "Content overview"](#)

## Module B

### Effective medical communication

It is becoming increasingly important for Medical Affairs professionals to be able to communicate evidence-based data comprehensively and to lead a scientific dialogue so that the addressees can solve problems and achieve goals.

What do you want to achieve together with your customer? “Talking is silver, listening is golden.” Listening – or active listening - means that you really want to understand the other person. It's about listening and paying close attention to what the other person is trying to say. Active listening can add depth to conversations and also improves communication and collaboration. And although we spend almost half of our active time listening, this skill is often underestimated as a communication competence. With active listening you achieve better negotiation results and appear more self-confident.

In this module we are teaching and training communication & presentation as well as active listening skills such as:

- Ability to communicate complex clinical and scientific information towards various stakeholders
- Communicate and document unsolicited requests for scientific information
- Deliver clinical/ scientific presentations to internal and external audiences
- Act as a medical speaker at educational workshops, seminars and programs for physicians, pharmacists and scientists
- Techniques of how to listen actively in conversations
- Increasing the impact of communication
- How to create win-win situations

Moderation & trainers:

- Kathrin Stirnemann, Roche Pharma (Schweiz) AG
- Thomas Wels, Wels – Omnino Medico

Time required for ECTS accreditation (only for participants who apply for ECTS credits):

- Preparation and follow-up: 6.5 hours
- On-site class: 17.5 hours

Post-class work: 6 hours (preparation of an individual call checklist and template for the preparation of a call/presentation)

ECTS credit points: 1 (equals 30 hours in total)

SwAPP credit points: 13.5

2-day class	<b>Welcome &amp; introduction</b> Introduction, setting the scene, guidance through program
Day 1	<b>Customer dialogue journey</b> Phases of the customer Journey; basic principles of a good customer dialogue
<b>Onsite</b>	<b>How to prepare a customer meeting</b> Call preparation guide; persona profiling; situational analysis; call objectives & agenda
09:00-17:30	<b>Preparing questions, material and call closure</b> Being prepared for the interaction with customers
	<b>Personal attitude</b> Reflection and personal mindset



Optional WS 20:00-21:30	<b>Call/presentation</b> Opening, icebreaker & agenda setting; good questioning
	<b>Active listening</b> Active listening techniques
	<b>Autonomous nervous system (ANS)</b> Interaction between ANS and cognition. Techniques of self-regulation in stressful situations (embodiment)
Day 2 <b>Onsite</b> 08:30-16:00	<b>Recap day 1</b>
	<b>Presenting your data</b> Compelling data presentation; sensing verbal and non-verbal signs
	<b>Decision making</b> How we make decisions; derived action points for communication
	<b>Responding to questions &amp; objections</b> Techniques for dealing with challenging questions and objections
	<b>Closing &amp; commitments</b> Closing meetings and negotiating commitments
	<b>Recap training</b>

[Back to “Content overview”](#)

## Module C

### Scientific excellence

Scientific excellence is critical for Medical Affairs professionals, as their role extends far beyond traditional support functions, encompassing key aspects of the clinical development process and post-approval research. A deep understanding of scientific rigor enables the effective localization of international data generation projects, ensuring that global findings are accurately adapted to the Swiss context. Conducting high-quality local studies is essential for generating robust data in Switzerland that meets publication standards, reinforcing the country's contribution to global medical knowledge. Moreover, this expertise is crucial in the seamless transfer of science into patient care, where insights from clinical research are translated into tangible health benefits. Therefore, a dedicated training course on scientific excellence is indispensable for empowering Medical Affairs professionals to excel in these responsibilities.

In this module, we will provide the following knowledge and understanding:

- Knowledge and understanding
  - Clinical development process & post-approval research -Swiss specific aspects of company-internal headquarter processes
  - Design and conduct of data generation projects in Switzerland
    - i. Legal basics in human research
    - ii. Swissethics / Swissmedic
    - iii. Stakeholder / patients / public involvement & GCP
  - Publication of generated data

## Program Dossier

<p>Participants will be able to apply in their job</p> <ul style="list-style-type: none"> <li>• Shaping the role of a local MA organization in the clinical development process &amp; post-approval research</li> <li>• Localization of international data generation / local studies</li> <li>• Generating data in Switzerland that can be published</li> <li>• Transfer of science into patient care - "from science to patient care"</li> </ul>	
<p>Moderation:</p> <ul style="list-style-type: none"> <li>• Corinne Wild, PhD, CMD, shqa</li> </ul> <p>Trainers:</p> <p>Ina Mexer, Study &amp; site Operations (SSO) Country Manager Switzerland, Novartis Pharma Schweiz AG</p> <ul style="list-style-type: none"> <li>• Dr. Michael Arzt, Lead Early Medical, Novartis Pharma Schweiz AG</li> <li>• Sylvia Schüpbach, Rechtsanwältin und Partnerin Pharmalex GmbH</li> <li>• Dr. Christine Aeschlimann, Program Manager Patient Advisory Board, SAKK</li> <li>• Dr. Kathrin Stirnemann, Director Medical Customer Engagement, Roche Pharma Schweiz AG</li> </ul> <p>Guest trainers / workshop facilitators</p> <ul style="list-style-type: none"> <li>• Olivier Schorr, Gilead Sciences Switzerland Sàrl</li> <li>• Anna-Katharina Moser, Medical Lead Alpine, Alexion Pharmaceuticals Inc.</li> </ul>	
<p>Time required for ECTS accreditation (only for participants who apply for ECTS credits):</p> <ul style="list-style-type: none"> <li>• Preparation and follow-up: 6.5 hours</li> <li>• On-site class: 8.5 hours</li> <li>• Remote class: 4.5 hours</li> <li>• Post-class work: 10.5 hours (preparation of a presentation with demanding clinical data)</li> </ul>	
<p>ECTS credit points: 1 (equals 30 hours in total)</p> <p>SwAPP credit points: 11</p>	
<p>1.5-day class</p> <p>Day 1</p> <p><b>Onsite</b></p> <p>09:00-17:30</p>	<p><b>Welcome &amp; introduction</b></p> <p>Introduction, getting to know each other, organization and working methods</p>
	<p><b>Clinical development process</b></p> <p>Basics of the CDP; Swiss specific aspects</p>
	<p><b>Data generation in Switzerland</b></p> <p>Legal basics &amp; compliance aspects in human research; Swissethics / Swissmedic</p>
	<p><b>Post-approval research</b></p> <p>Phase IV, IITs, registers; access to and alignment with company-internal know-how (cross-functional)</p>
	<p><b>Stakeholder / patients / public involvement (PPI)</b></p> <p>Cooperations with wider stakeholder groups</p>
	<p><b>Swiss specific aspects of PPI</b></p> <p>RWE hands-on examples</p>
	<p><b>Wrap-up</b></p>
	<p>Day 2</p> <p><b>Remote</b></p> <p>08:30-13:00</p>
	<p><b>Wrap-up day 1</b></p> <p>Reflection of day 1 learnings</p>
	<p><b>Transfer of science into patient care I</b></p> <p>Publishing of Swiss post-approval data</p>

	<b>Transfer of science into patient care II</b>
	Communication of generated data
	<b>Wrap-up</b>

[Back to "Content overview"](#)

## Module D

### Medical leadership

Leadership of medical functions is vital for Medical Affairs professionals, as they navigate in complex matrix organizations where business acumen is crucial for aligning scientific and commercial goals. Effective leadership demands not only the ability to plan and report key performance indicators (KPIs) but also the capacity for self-management and time management to prioritize and execute tasks efficiently. In this high-pressure environment, resilience is essential to maintain focus and adaptability in the face of challenges. A dedicated training course on leadership equips Medical Affairs professionals with the skills needed to excel in these areas, enabling them to lead effectively, drive strategic initiatives, and contribute to the overall success of the organization.

In this module, we will provide the following knowledge and understanding:

- Leading in a matrix organization & business acumen
  - Principles of lateral leadership
  - Influence of one's own attitude on leadership
  - Tools and guidelines for successful lateral leadership
- Self & time management
- Resilience

Moderation:

- Marianne Hochstrasser

Trainers:

- Marianne Hochstrasser

Guest trainers

- Dr. Mascia Ghielmetti, PhD, Director Medical Affairs, EffRx Pharmaceuticals SA
- Dr. Matthias Langenfeld, MD, Medical Lead Switzerland, Ipsen Pharma Schweiz GmbH

Time required for ECTS accreditation (only for participants who apply for ECTS credits):

- Preparation and follow-up: 6 hours
- On-site class: 8.5 hours
- Post-class work: 15 hours (5-10 pager in the field of pharmaceutical stakeholder analysis and management in the Swiss healthcare system)

ECTS credit points: 1 (equals 30 hours in total)

SwAPP credit points: 7

<b>1-day class</b> <b>Onsite</b> 09:00-17:30	<b>Welcome &amp; introduction</b>
	Introduction, getting to know each other, organization and working methods
	<b>Intro: What is lateral leadership?</b>
	<b>Lateral leadership:</b> Successes & challenges in lateral leadership
	<b>Lateral leadership:</b> Factors of legitimacy in lateral leadership

	<b>Lateral leadership:</b> Leadership in lateral management
	<b>Self-management:</b> Personal attitude & communication
	<b>Self-management:</b> Constructive handling of conflicts
	<b>Self-management:</b> Prioritization & anticipation
	<b>Resilience:</b> Resilience - the immune system of the psyche

[Back to "Content overview"](#)

## Module E

### Strategic partnering

Strategic partnering enables Medical Affairs professionals to co-create medical strategy and brand planning, ensuring that patient journey scenarios are accurately represented. In a matrix organization, success relies on effective internal and external partnering, especially when leading without administrative authority. Medical Affairs professionals must work cross-functionally, taking ownership of all medical activities while providing crucial medical education both internally and externally. By collecting medical insights and defining patient needs, they can identify data gaps in marketed medicinal products, driving continuous improvement. A strong foundation in business acumen is also crucial to align medical strategies with broader business objectives. Therefore, a dedicated training course on strategic partnering equips Medical Affairs professionals with the necessary skills for these collaborative and influential roles.

In this module, we will provide the following knowledge and understanding:

- Internal & external strategic partnering
- Cross-functional cooperation (pre-launch / post-launch)
- Medical stakeholder mapping
- Planning & reporting
- Integrated brand plan and medical affairs plans

After completion of this module, participants ...

- ... will have the following knowledge and understanding of:
  - Lifecycle of a medicinal product
  - Patient journey
  - Medical strategy
  - Integrated business planning and execution: pre-, peri- and post-launch
  - Strategic partnering
- ... will be able to apply in their jobs:
  - Co-create medical strategy and brand planning
  - Establish patient journey scenarios
  - Medical leadership without administrative authority – working in a matrix organization/cross-functional
  - Ownership of all medical activities
  - Collect medical insights and define patient needs

## Program Dossier

<ul style="list-style-type: none"> <li>○ Define data gaps of marketed medicinal products</li> <li>○ Knowledge of possible KPIs, outcome measure, surveys</li> <li>○ Business acumen</li> </ul>	
<b>Moderation:</b> <b>Trainers:</b> <ul style="list-style-type: none"> <li>• Louis Sebastian Sonntag, slsconsulting</li> </ul> <b>Guest trainers</b> <ul style="list-style-type: none"> <li>• Caroline Vonder Mühl, Bayer (Schweiz) AG</li> <li>• Mascia Ghielmetti, EffRx Pharmaceuticals SA</li> </ul>	
<b>Time required for ECTS accreditation (only for participants who apply for ECTS credits):</b> <ul style="list-style-type: none"> <li>• Preparation and follow-up: 6 hours</li> <li>• On-site class: 8.5 hours</li> <li>• Post-class work: 15 hours, on the job</li> </ul>	
<b>ECTS credit points: 1 (equals 30 hours in total)</b> <b>SwAPP credit points: 7</b>	
<b>1-day class</b> <b>Onsite</b> <b>09:00-17:30</b>	<b>Welcome &amp; introduction</b> Introduction, getting to know each other
	<b>Role of Medical Affairs in the product and patient journey</b> Specifics of the local MA role: bridging R&D and commercialization of a product; different roles in a MA team; strategic partnering
	<b>Strategic partnering I</b> Life cycle of a medicinal product and the respective patient journey
	<b>Strategic partnering II</b> Integrated business plan and medical strategy; managing medical activities in a cross-functional setting; defining internal cross-functional and external partnering
	<b>Strategic partnering III</b> Medical ownership/execution; medical insights generation; measuring outcome/impact
	<b>Business case</b> Practical example
	<b>Wrap-up</b>

[Back to “Content overview”](#)

## Module F

### Medical omnichannel engagement

Medical omnichannel management is increasingly vital for Medical Affairs professionals as the healthcare landscape evolves towards more integrated and personalized communication. Omnichannel engagement enables Medical Affairs professionals to connect with healthcare providers, patient organizations, and other stakeholders across multiple platforms, ensuring that medical information is accessible, timely, and relevant. This approach not only enhances the reach and impact of medical communications but also ensures that interactions are tailored to the needs and preferences of each audience. A dedicated training course on medical omnichannel management empowers Medical Affairs professionals to navigate this complex environment

## Program Dossier

effectively, leveraging the full potential of digital and traditional channels to improve patient outcomes and support healthcare decisions.

In this module, we will provide the following knowledge and understanding:

- What is omnichannel and where is the pharmaceutical industry, including examples?
- Why is it also relevant and important for Medical Affairs?
- What are the critical success factors and what needs to be considered?

Participants will be able to apply in their job

- Developing a persona - e.g. for KOLs
- Designing an omnichannel (pre/post)-launch measure

Moderation:

- Matthias Langenfeld, Ipsen Pharma Schweiz GmbH

Trainers:

- Julian Hohendorff, Transform2Lead GmbH
- Matthias Langenfeld, Ipsen Pharma Schweiz GmbH

Time required for ECTS accreditation (only for participants who apply for ECTS credits):

- Preparation and follow-up: 6 hours
- On-site class: 8.5 hours
- Post-class work: 15 hours, on the job

ECTS credit points: 1 (equals 30 hours in total)

SwAPP credit points: 7

1-day class

**Onsite**

09:00-17:30

### **Welcome & introduction**

Welcome, introducing each other, icebreaker

### **Omnichannel engagement I**

Definition and potential benefits

### **Medical omnichannel engagements**

Its relevance for Medical Affairs

### **Medical omnichannel engagement tools I**

Personas

### **Medical omnichannel engagement tools II**

Customer journeys

### **Applied medical omnichannel engagement**

Measures including success measurement

### **Wrap-up**

[Back to "Content overview"](#)

## Module G

### **Medical Affairs in a nutshell**

"New to Medical? Medical Affairs in a nutshell" is an essential course for new Medical Affairs professionals and persons interested in pursuing a career in Medical Affairs or who are new to the pharmaceutical industry, providing a comprehensive introduction to the pivotal role they play within this industry. Medical Affairs serves as an integrative matrix role, bridging the gap between clinical

## Program Dossier

development, commercial teams, and external stakeholders. By understanding how to add value as a Medical Affairs professional, attendees will learn how their expertise directly contributes to the success of pharmaceutical companies. Additionally, the course highlights the diverse career opportunities available in medical, setting the foundation for a rewarding and impactful career in this dynamic field.

In this module, we will provide the following knowledge and understanding:

- Function development and integrative matrix role of Medical Affairs
- Adding value to the company as Medical Affairs professional
- My career in Medical Affairs

Moderation:

- Louis Sebastian Sonntag, slsconsulting

Trainers:

- Louis Sebastian Sonntag, slsconsulting
- Corinne Wild, PhD, CMD, shqa

SwAPP credit points: 7

1-day class  
**Onsite**  
09:00-17:30

### **Welcome & introduction**

Welcome, introducing each other, icebreaker

### **Part 1: Medical Affairs in the big picture**

**Expectations towards the medical affairs professionals:**  
(group work)

### **Skills/Knowledge**

- Disease biology, clinical trial design/data, therapeutic landscape
- Scientific communication
- Understanding of the healthcare system
- Strategic thinking and planning
- Understanding of other roles and responsibilities / needs

### **Tasks**

- Strategic planning and lifecycle management
- Generation and communication of (Real-World) Evidence
- Medical education and scientific exchange
- Stakeholder engagement and building HCP/ HCO/stakeholder relationships
- Provide expertise to regulatory, market access, commercial & other functions
- Medical governance and compliance
- Evidence generation
- Identification and addressing of unmet medical needs

### **Management**

Upward / Peer / Self / External

### **Part 2: Careers in Medical Affairs and beyond**

- Careers are not accidents, planning, preparation, personal development
- Opportunities for medical affairs professionals within the wider industry
- What to expect in your tenure at a pharma company

Interviews & group work

## Investment

Module	Duration	Cost per Module shqa members in CHF excl. VAT	Cost per Module shqa non- members in CHF excl. VAT
<b>Module A</b> Switzerland and its healthcare system	1 day	980.-	1'480.-
<b>Module B</b> Effective medical communication & presentation	2 days	1'960.-	2'960.-
<b>Module C</b> Scientific excellence	1.5 days	1'470.-	2'220.-
<b>Module D</b> Medical leadership	1 day	980.-	1'480.-
<b>Module E</b> Strategic partnering	1 day	980.-	1'480.-
<b>Module F</b> Omnichannel engagement	1 day	980.-	1'480.-
<b>Module G</b> Medical affairs in a nutshell	1 day	980.-	1'480.-
<b>Total Costs A-G</b> 10% discount (if booked at once)	8.5 days	7'938.-	11'988.-

These fees include:

- Seminar documents, catering during breaks and lunches, certificates confirming participation of each module, as well as shqa program certification
- One overnight stay in a single room for Module B
- You receive a 10% discount if you book the package A-G all at once



## Program Management

*Corinne Wild*

CEO

swiss health quality association (shqa)

### Further information and advice



I am happy to advise you in person

*Corinne Wild*

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## Registration

Web Link: <https://shqa.ch/de/shqa-academy/Medical-Affairs-Certificate-Program~crs15988>



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