

# Medical Affairs Certificate Program Module E – Strategic partnering

Strategic partnering enables Medical Affairs professionals to co-create medical strategy and brand or compound 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.

## Medical Affairs Certificate Program Module E – Strategic partnering

Datum

**Donnerstag, 13. März 2025**

Zeit

**09.00 - 17.30**

Sprache

**English**

Art der Veranstaltung

**Seminar**

Ort

**FOCUS Hotel**

Industriestrasse 3, 6210 Sursee

[Lageplan](#)

### Anreise mit dem Zug:

Vom Bahnhof Sursee erreichen Sie das Hotel in 5 Minuten zu Fuss. Folgen Sie der Bahnlinie, unter der Brücke durch, in nördlicher Richtung.

### Anreise mit dem Auto:

Die Einfahrt in die öffentlichen Garage "Centerpoint" befindet sich rechts vom goldenen Gebäude.

Kosten pro Person (exkl. MwSt.)

**CHF 980 .-** (für shqa Mitglieder)

**CHF 1'480 .-** (für Nichtmitglieder)

In diesen Kosten inbegriffen sind: Seminarpräsentation und Teilnahmebestätigung

## Zertifikatslehrgang

Dieses Seminar ist Teil des Medical Affairs Zertifikatslehrgangs.



**Gerne berate ich Sie persönlich!**

**Corinne Wild**

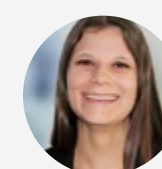
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### Derived chapters

The theory behind:

- Role of Medical Affairs in the product and patient journey
- Strategic partnering – providing medical leadership
- Integrated business plan
  - Basics of a business plan and medical strategy
  - Planning & reporting (targets, KPIs, outcomes)
  - Medical stakeholder mapping (incl. KOL/TL management)
- Scientific / medical education and communication

Hands on:

- Internal & external strategic partnering
- Cross-functional cooperation partnering in pre- and post-launch scenarios
- Medical stakeholder mapping

### Skills and competencies addressed

After completion of this module, the participants will have the following Knowledge and understanding of

- Lifecycle of a medicinal product
- Medical strategy, integrated business planning and execution: pre-, peri- and post launch
- Strategic partnering and long-term oriented scientific engagements
- Scientific/medical education (in- and external) and medical activities

And are able to apply in their jobs

- Co-create medical strategy and brand planning
- Establish patient journey scenarios Internal and external partnering
- Medical leadership without administrative authority – working in a matrix organization/cross-functional
- Ownership of all medical activities
- To provide internal and external medical education
- Collect medical insights and define patient needs
- Define data gaps of marketed medicinal products
- Knowledge of possible KPIs, outcome measure, surveys
- Budget and business acumen

The following related topics/skills are also cross-referenced to other modules:

- Medical stakeholder mapping (Module A – Swiss Healthcare System)
- Scientific / medical education (Module B – Medical Communication & Presentation / Module F – Medical Omnichannel Engagement)



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