

Medical Affairs Certificate Program 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 of 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.

Module content

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

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)

Hands on:

- Internal & external strategic partnering
- Cross-functional cooperation partnering in pre- and post-launch scenarios
- Integrated Brand Plan

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 will be 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
- Collect medical insights and define patient needs
- Define data gaps of marketed medicinal products
- Knowledge of possible KPIs, outcome measure, surveys
- Business acumen

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

- Medical stakeholder mapping (Module A – Swiss Healthcare System)

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Datum
Dienstag, 10. März 2026

Zeit
09.00 - 17.30

Sprache
English

Art der Veranstaltung
Seminar

Ort
Trafo Baden Kultur und Kongresszentrum
Brown Boveri Pl. 1, 5400 Baden
[Lageplan](#)

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In diesen Kosten inbegriffen sind: Seminarpräsentation und Teilnahmebestätigung

Zertifikatslehrgang

Dieses Seminar ist Teil des Medical Affairs Zertifikatslehrgangs.



Gerne berate ich Sie persönlich!
Corinne Wild
[+41 41 500 07 89](tel:+41415000789)

Kontaktpersonen

 **Rebecca Siegmann**
[+41 41 500 07 86](tel:+41415000786)

 **Carla Rentsch**
[+41 41 500 07 83](tel:+41415000783)



Dr. Louis-Sebastian Sonntag
Geschäftsführer
Sonntag Lifescience Consulting



Dr. Mascia Ghielmetti
Director Medical Affairs
EffRx Pharmaceuticals S.A.



Dr. med. Caroline Vonder Mühl
Medical Director
Bayer (Schweiz) AG