

Medical Affairs Certificate Program Module G – Medical affairs in a nutshell

This module offers a comprehensive introduction to the Medical Affairs function and its critical role in the pharmaceutical and healthcare industry. Participants will gain an understanding of the cross-functional nature of Medical Affairs, how it connects science with strategy and the value it brings across the product lifecycle.

Through interactive discussions and personal video testimonials from professionals working in Medical Affairs and adjacent functions, participants will gain first-hand insights into career paths, challenges and opportunities in the field. This module is ideal for those considering a career in Medical Affairs or looking to better understand its strategic contribution to the industry.

Module Topics

1. **Understanding the Medical Affairs Function**
 - Definition, history and evolution of Medical Affairs
 - Core responsibilities and interfaces with other departments
 - The matrix structure and Medical Affairs’ place in the organization
2. **Adding Value Across the Lifecycle**
 - Scientific engagement and communication
 - Strategic input into development, market access and medical governance
 - Driving patient-centricity and external credibility
3. **Careers in and Beyond Medical Affairs**
 - Career entry points and development pathways
 - Key skills and qualifications for success
 - Opportunities for personal growth, mobility and lateral movement
4. **Voices from the Field**
 - Live and recorded testimonials from Medical Affairs professionals
 - Career reflections from colleagues in Market Access, Marketing and other functions who started in Medical Affairs

Learning Objectives

By the end of this module, participants will be able to:

- Understand the responsibilities and strategic importance of Medical Affairs
- Describe how Medical Affairs operates in a cross-functional matrix setting
- Identify key ways Medical Affairs adds value to an organization
- Explore diverse career trajectories within and beyond Medical Affairs
- Reflect on real-world experiences shared by industry professionals

Dozentinnen & Dozenten



Dr. Louis-Sebastian Sonntag
Geschäftsführer
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Datum
Donnerstag, 3. Juli 2025

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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CHF 980.– (für shqa Mitglieder)
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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!
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