

# Medical Affairs Certificate Program

## Elevating Medical Affairs Professionals in Switzerland to the next level

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.

The Medical Affairs Certificate Program is unique:

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

*“A great Medical Affairs associate to me is someone who has, obviously besides the scientific and medical expertise, a profound patient- and HCP-orientation, is a great communicator and orchestrates interpersonal and cross-functional relations prudently”.*

- Dr. Daniele Andreutti, General Manager OM Pharma Suisse SA

Swiss Medical Affairs Certification Program powered by shqa. Designed by Medical Directors of Swiss Pharmaceutical Affiliates. The Medical Affairs certification program addresses exactly the needs of you as an individual contributor and the needs of your employer.

### 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 will have a positive impact on the broader Medical Affairs community including helping Medical Affairs professionals and their leaders with their professional growth and development.

Meet the steering committee members:

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

### Target audience

The program is primarily designed for Medical Affairs professionals or those aspiring to become one in Switzerland. A scientific and academical background is recommended.

### Your wins as shqa certified Medical Affairs professional

As an individual pharmaceutical Medical Affairs professional you gain deep insights and learnings into key aspects of your daily work. Moreover, you profit from experts in the industry, which openly share relevant examples. The pedagogical module concepts encourage you to engage in hands-on work and active exercises to be prepared for your day-to-day work. The network of industry peers you will establish, will continue to serve you as invaluable resource, offering opportunities for sharing experiences, ideation, and camaraderie despite the competitive nature of the pharmaceutical industry.

### Company gains from a shqa certified Medical Affairs professional:

Your employer gains in you a shqa certified Medical Affairs professional, who combines broad, practical knowledge with scientific rigor, business acumen and health care system understanding. It is challenging for companies, to offer such a concise, comprehensive professional education to you as associates in terms of time, money, and resources. This

## Medical Affairs Certificate Program

Wählen Sie jeweils das gewünschte Datum aus.

Module A - Switzerland and its healthcare system

Kosten pro Person (exkl. MwSt.)

CHF 980.00 (für shqa Mitglieder)

CHF 1480.00 (für Nichtmitglieder)

Datum auswählen



Module B – Effective medical communication

Kosten pro Person (exkl. MwSt.)

CHF 1960.00 (für shqa Mitglieder)

CHF 2960.00 (für Nichtmitglieder)

Datum auswählen



Module C – Scientific Excellence

Kosten pro Person (exkl. MwSt.)

CHF 1470.00 (für shqa Mitglieder)

CHF 2220.00 (für Nichtmitglieder)

Datum auswählen



Module D – Medical leadership

Kosten pro Person (exkl. MwSt.)

CHF 980.00 (für shqa Mitglieder)

CHF 1480.00 (für Nichtmitglieder)

Datum auswählen



Module E – Strategic partnering

Kosten pro Person (exkl. MwSt.)

CHF 980.00 (für shqa Mitglieder)

CHF 1480.00 (für Nichtmitglieder)

Datum auswählen



Module F - Medical Omnichannel Engagement

Kosten pro Person (exkl. MwSt.)

CHF 980.00 (für shqa Mitglieder)

CHF 1480.00 (für Nichtmitglieder)

Datum auswählen



Module G – The role of medical affairs:

Foundations and career perspective

Kosten pro Person (exkl. MwSt.)

CHF 980.00 (für shqa Mitglieder)

CHF 1480.00 (für Nichtmitglieder)

Datum auswählen



Hier anmelden

Sprache

**English**

Art der Veranstaltung

**Zertifikatslehrgang**

Kosten pro Person (exkl. MwSt) ganzer Lehrgang (Modul A-G)

**CHF 8'330 .-** (für shqa Mitglieder)

**CHF 12'580 .-** (für Nichtmitglieder)

If you book the entire course (7 modules) & pay in advance, you benefit from a 10% discount.

Included in this fee are:

seminar documents and confirmation of participation + 1 overnight stay in a single room for Module B



task can be outsourced to shqa. A certified Medical Affairs professional allows the company to economize resources and time, which can be invested on flawless execution of strategic and tactical plans. The company benefits from the expertise of Medical Affairs professionals such as yourself, who can provide a thorough and highly relevant cross-functional impact in a faster manner. Your in depth understanding of underlying reasons for regulations, of financial flows, and of profound knowledge of the HCS stakeholder ecosystem makes you an invaluable, highly effective partner in cross-functional teamwork and prevents considerable risks.

#### In 7 modules to the Swiss Medical Affairs Certification by shqa: ^

The certification program consists of 7 modules A-G. Modules can be booked individually, in any order. After completion of modules A-G, you have the opportunity to continue to a shqa diploma. For each module completed, you will automatically earn SwAPP accreditation points (one SwAPP accreditation point = one invested study hour). Our program is as well accredited by ECPM University of Basel. You can apply for ECTS credit points after completion of each module (one ECTS credit point = 30 invested study hours). In order to receive one ECTS credit point for participation in a specific module, candidates must submit a written module thesis, which also serves as an assessment of their learning progress as required by ECPM. Respective thesis content as well as terms and conditions will be agreed on between the applicant and shqa case by case.

**Modules: All modules follow a hands on, practical approach underlined with industry examples**

## Module

### Module A - Switzerland and its healthcare system ^

This Module is a 1 day seminar

#### Module content

- 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

#### Ort

##### Hotel Sedartis

Bahnhofstrasse 16 8800 Thalwil

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### Dozentinnen & Dozenten



#### Dr. med. Peter Indra MPH

Leiter Gesundheit  
Sanitas Krankenversicherung



#### Lorenz Borer

Associate Principal, Pricing &  
Market Access  
IQVIA Schweiz AG



#### Sylvia Schüpbach

Rechtsanwältin und Partnerin  
Pharmalex GmbH



#### Dr. med. Caroline Vonder Mühl

Medical Director  
Bayer (Schweiz) AG



### Gerne berate ich Sie persönlich!

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### Kontaktpersonen



#### Rebecca Siegmann

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### Module B – Effective medical communication ^

This Module is a 2 day seminar

## Module content

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

## Skills and competencies addressed

- Applied psychology of decision making
- Self awareness (incl. differentiation from others)
- Attitude - the inner team
- Character typisation (3/4-color scheme)
- Systematic of a call/meeting (preparation, getting started, discussion/presentation, closure)
- Body language
- Self-regulation in difficult situations
- Applied communication basics
- Active listening
- Objection handling

## Ort

### See- und Seminarhotel FloraAlpina AG

Schibernstrasse 2 6354 Vitznau

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## Dozentinnen & Dozenten



**Dr. Kathrin Stirnemann**

Director Medical Customer  
Engagement  
Roche Pharma (Schweiz) AG



**Dr. med. Thomas Wels**

CEO  
Wels - Omnino Medico

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## Module C – Scientific excellence



This module is a 1.5-day course of which 1 day takes place on site and 0.5 days as a live webinar

## Module content

- Scientific knowledge and understanding
- Data generation in Switzerland
- Transfer of science into patient care

## Skills and competencies addressed

After completion of this module, the participants will have the following ...

- 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
    - Legal basics in human research
    - Swissethics / Swissmedic
    - Stakeholder / patients / public involvement & GCP
  - Publication of generated data
- And are able to apply in their job
  - Shaping the role of a local MA organization in the clinical development process & post-approval research
  - Localization of international data generation / local studies
  - Generating data in Switzerland that can be published
  - Transfer of science into patient care - "from science to patient care"
- The following related topics/skills are also cross-referenced to other modules

- Communication of complex data, module B Medical communication & presentation
- Swiss regulatory environment, module A Swiss healthcare system
- Stakeholder mapping to be continued, module A Swiss healthcare system

## Ort

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## Dozentinnen & Dozenten



**Dr. Anna Katharina Moser**

Medical Lead Alpine  
Alexion Pharma GmbH



**Olivier Schorr**

Country Medical Affairs Director  
Switzerland  
Gilead Sciences Switzerland  
Sàrl



**Dr. med. Thomas Wels**

CEO  
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**Dr. Kathrin Stirnemann**

Director Medical Customer  
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Roche Pharma (Schweiz) AG



**Dr. Christine Aeschlimann**

Program Manager Patient  
Advisory Board  
Swiss Cancer Institute



**Ina Meyer**

Study & Site Operations (SSO)  
Country Manager Switzerland  
Novartis Pharma (Schweiz) AG



**Dr. Michael Arzt**

Lead Early Medical  
Novartis Pharma (Schweiz) AG



**Sylvia Schüpbach**

Rechtsanwältin und Partnerin  
Pharmalex GmbH

## Module D – Medical leadership ^

This module is a 1 day seminar

### Module Content

- Lateral leadership - leading in a matrix organization
- Self management
- Resilience

### Skills and competencies addressed

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

- Principles of lateral leadership
- Influence of one's own attitude on leadership
- Tools and guidelines for successful lateral leadership

### And will be able to apply:

- Proactivity & constructive mindset
- Leading in a matrix organization
- Effective communication
- Conflict management & nonviolent communication
- Prioritizing & anticipating
- Resilience strategies

## Ort

### Trafo Baden Kultur und Kongresszentrum

Brown Boveri Pl. 1 5400 Baden

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## Dozentinnen & Dozenten



**Marianne Hochstrasser**

Coach, Trainer & Consultant  
Hochstrasser Consulting



**Dr. med. Matthias Langenfeld**

Medical Lead Switzerland  
Ipsen Pharma Schweiz GmbH



**Dr. Mascia Ghielmetti**

Director Medical Affairs  
EffRx Pharmaceuticals S.A.

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### Module E – Strategic partnering ^

This Module is a 1 day seminar

#### Modul Content

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

#### Skills and competencies addressed

After completion of this module, 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

... 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
- 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)

## Ort

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Brown Boveri Pl. 1 5400 Baden

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## Dozentinnen & Dozenten



**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

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### Module F – Medical omnichannel engagement ^

This Module is a 1 day seminar

#### Module content

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

- How to develop a persona
- How to design an omnichannel measure

## Ort

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## Dozentinnen & Dozenten



**Julian Hohendorff**

Consultant & Coach

JH Consulting & Coaching



**Dr. med. Matthias Langenfeld**

Medical Lead Switzerland

Ipsen Pharma Schweiz GmbH

## Module G – The role of medical affairs: Foundations and career perspective



This Module is a 1 day seminar

### 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

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

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

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**Dr. Louis-Sebastian Sonntag**

Geschäftsführer

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**Dr. Mascia Ghielmetti**

Director Medical Affairs

EffRx Pharmaceuticals S.A.

## Documents



Dossier shqa Medical Affairs Certificate  
Program\_1.pdf

