

# 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.

## Medical Affairs Certificate Program Module E – Strategic partnering

Date

**Tuesday, March 10, 2026**

Time

**09.00 - 17.30**

Language

**English**

Course type

**Seminar**

Location

**Trafo Baden Kultur und Kongresszentrum**

Brown Boveri Pl. 1, 5400 Baden

[Map](#)

### Arrival by public transport

We recommend that you travel by public transport, the

Trafo Baden is only a 3 minute walk from Baden train station.

### Arrival by car

The Trafo parking garage has 300 covered parking spaces. Please note,

that the parking garage is public and no parking spaces can be reserved.

1000 further parking spaces can be found close to Trafo Baden.

Cost per person (excl. VAT)

**CHF 980 .-** (for shqa members)

**CHF 1'480 .-** (for non-members)

Included in this fee: seminar documents and confirmation of participation

## Certificate Program

This seminar is part of the Medical Affairs certificate program.



**I would be happy to advise you personally**

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### 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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