

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

Lecturers



Dr. Louis-Sebastian Sonntag
Geschäftsführer
Sonntag Lifescience Consulting



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

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Date
Thursday, July 3, 2025

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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