Gesundheitswesen

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. med. Caroline Vonder Mühll, MD, Medical Director Bayer Schweiz AG
- Dr. Anne Le Coz-Iffenecker, MD
- Dr. Mascia Ghielmetti, PhD, Director Medical Affairs EffRx Pharmaceuticals SA
- Dr. Olivier Schorr, MD
- 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. med. 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 backround 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 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 strategical 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

Medical Affairs Certificate Program

Please choose module and date

Module A - Switzerland and its healthcare system
Cost per person (excl. VAT)
CHF 980.00 (for shqa members)
CHF 1480.00 (for non-members)

Choose a date

Module B – Effective medical communication
Cost per person (excl. VAT)
CHF 1960.00 (for shqa members)
CHF 2960.00 (for non-members)

Choose a date

Module C – Scientific Excellence
Cost per person (excl. VAT)
CHF 1470.00 (for shqa members)
CHF 2220.00 (for non-members)

Choose a date

Module D – Medical leadership
Cost per person (excl. VAT)
CHF 980.00 (for shqa members)
CHF 1480.00 (for non-members)

Choose a date

Module E – Strategic partnering
Cost per person (excl. VAT)
CHF 980.00 (for shqa members)
CHF 1480.00 (for non-members)

Choose a date

Module F - Medical Omnichannel Engagement
Cost per person (excl. VAT)
CHF 980.00 (for shqa members)
CHF 1480.00 (for non-members)

Choose a date

Module G – The role of medical affairs:
Foundations and career perspective
Cost per person (excl. VAT)
CHF 980.00 (for shqa members)
CHF 1480.00 (for non-members)

Choose a date

Register here

Language
English

Course type
Certificate Program

Costs per person (excl. VAT) Module A - G
CHF 8'330 .– (for shqa members)
CHF 12'580 .– (for non-members)
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

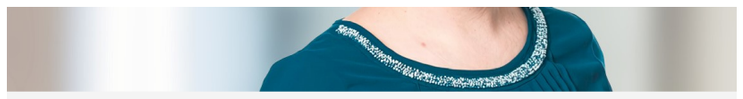


flows, and of profound knowledge of the HCS stakeholder ecosystem makes you an invaluable, highly effective partner in cross-functional teamwork and prevents considerable risks.

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



I would be happy to advise you personally

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Contact persons



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Modules

Module A – Switzerland and its healthcare system

This Module is a 1 day seminar

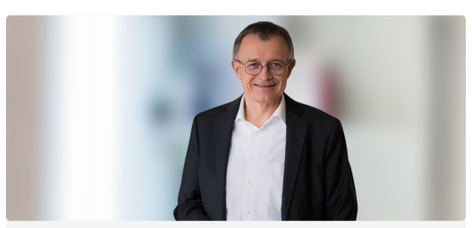
Module content

- 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

Location

shqa
Hirschmattstrasse 1 6003 Luzern
Map

Lecturers



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 Mühll
Medical Director
Bayer (Schweiz) AG

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

Location

See- und Seminarhotel FloraAlpina AG
Schibernstrasse 2 6354 Vitznau
Map

Lecturers



Dr. Kathrin Stirnemann

Director Medical Customer Engagement
Roche Pharma (Schweiz) AG



Dr. med. Thomas Wels

CEO
Wels - Omnino Medico

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

Location

shqa
Hirschmattstrasse 1 6003 Luzern
Map

Lecturers



Dr. Anna Katharina Moser

Medical Lead Alpine
Alexion Pharma GmbH



Dr. Olivier Schorr



Ina Meyer

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



Dr. Kathrin Stirnemann

Director Medical Customer Engagement
Roche Pharma (Schweiz) AG



Dr. med. Thomas Wels

CEO
Wels - Omnino Medico



Dr. Simon Messner

Director, Patient Experience Data Science
Novartis Pharma AG

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

Location

shqa
Hirschmattstrasse 1 6003 Luzern
Map

Lecturers



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.

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)

Location

shqa
Hirschmattstrasse 1 6003 Luzern
Map

Lecturers



Dr. Louis-Sebastian Sonntag
Geschäftsführer
Sonntag Lifescience Consulting



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



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

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

Location

shqa
Hirschmattstrasse 1 6003 Luzern
Map

Lecturers



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

Location

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Lecturers



Dr. Louis-Sebastian Sonntag

Geschäftsführer
Sonntag Lifescience Consulting



Dr. Mascia Ghielmetti

Director Medical Affairs
EffRx Pharmaceuticals S.A.

Documents

Dossier shqa Medical Affairs Certificate Program.pdf