Gesundheitswesen | Firmenseminare | Market Access & Medical

Medical leadership

Module D of the Medical Affairs Certificate Program

The "Medical Leadership" module is designed to explore the crucial role of Medical Affairs (MA) in the pharmaceutical and healthcare industry, with a focus on developing leadership skills necessary for driving impactful initiatives. Participants will gain insights into the strategic importance of MA and learn to navigate key leadership challenges within cross-functional environments.

Learning Goals

1. **Short introduction: The Role of Medical Affairs (MA) in the Industry:**
   - **Why is MA essential for the pharmaceutical industry?**
     Medical Affairs serves as the bridge between scientific knowledge, clinical practice, and business strategies. This module explores the foundational purpose of MA and its unique contribution to a company's success.
   - **Rationale and Strengths of MA:**
     Learn how MA provides scientific leadership, fosters relationships with key opinion leaders (KOLs), supports regulatory affairs, and influences decision-making across the company.
   - **Practical Leadership within MA:**
     Which projects and initiatives require MA to take the lead? Explore the breadth of responsibilities, including product development, clinical trials, disease awareness campaigns, and medical communications.
   - **Responsibilities and "Peer Leadership":**
     Understand how Medical Affairs professionals lead by influence, not authority. Learn about peer leadership and the collaboration with diverse, cross-functional teams.

2. **What is Leadership?**
   Leadership is a dynamic and essential skill, even beyond the medical function. This section dives into key leadership principles and how they apply within the MA context.
   - **Mindset for Effective Leadership:**
     How do MA leaders develop a mindset that balances scientific rigor with business strategy? Explore how mindset shapes leadership effectiveness.
   - **Cross-functional Leadership:**
     Learn to lead teams and represent medical knowledge in cross-functional environments where you have no direct administrative authority. Understand how to influence and collaborate across departments such as Marketing, Regulatory Affairs, and Clinical Development.
   - **Planning & Reporting (KPIs):**
     Gain practical insights into the planning process, setting KPIs, and ensuring alignment with overall business goals.
   - **Influencing and Communication Skills:**
     Master the art of influence and effective communication, crucial for driving medical strategies and engaging internal and external stakeholders.

3. **Practical Approaches & Case Studies:**
   - **Project Examples:**
     Dive into case studies to understand how MA professionals take the lead. Case studies include:
   - **Time Management & Resilience:**
     Medical Affairs professionals often juggle multiple priorities. Tap into techniques for effective time management and building resilience to navigate the complexities of the role.

Who Should Attend?

This module is ideal for professionals in Medical Affairs, Medical Science Liaisons (MSLs), and anyone looking to enhance their leadership capabilities within the healthcare and pharmaceutical industry.

Learning Format

- Interactive seminars and workshops
- Real-world case studies and examples
- Peer-to-peer discussion and leadership exercises
- A glimpse into time management, reporting, and planning

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:

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Date
Tuesday, May 19, 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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- Proactivity & constructive mindset
- Leading in a matrix organization
- Effective communication
- Conflict management & nonviolent communication
- Prioritizating & anticipating
- Resilience strategies

Lecturers

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

Dr. med. Matthias Langenfeld
Medical Lead Switzerland
Ipsen Pharma Schweiz GmbH

Marianne Hochstrasser
Coach, Trainer & Consultant
Hochstrasser Consulting

Profile