

# Medical Affairs Certificate Program Module D – Medical leadership

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:

## Medical Affairs Certificate Program Module D – Medical leadership

Date  
**mardi 19 mai 2026**

Temps  
**09.00 - 17.30**

Lingue  
**Anglais**

Type d'événement  
**Seminar**

Lieu  
**Trafo Baden Kultur und Kongresszentrum**  
Brown Boveri Pl. 1, 5400 Baden  
[Plan du site](#)

**Anreise mit den öffentlichen Verkehrsmitteln**  
Wir empfehlen Ihnen die Anreise mit den öffentlichen Verkehrsmitteln, das Trafo Baden ist nur gerade 3 Gehminuten vom Bahnhof Baden entfernt.

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Coût par personne (hors TVA)  
**CHF 980 .–** (pour les membres de la shqa)  
**CHF 1'480 .–** (pour les non-membres)  
In diesen Kosten inbegriffen sind: Seminarpräsentation und Teilnahmebestätigung


## Cours avec certificat


Ce séminaire fait partie du cours de certificat Medical Affairs.



**Je serai heureux de vous conseiller personnellement !**  
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- Proactivity & constructive mindset
- Leading in a matrix organization
- Effective communication
- Conflict management & nonviolent communication
- Prioritizing & anticipating
- Resilience strategies

Conférenciers



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Director Medical Affairs  
EffRx Pharmaceuticals S.A.



**Dr. med. Matthias Langenfeld**  
Medical Lead Switzerland  
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fiche signalétique

