

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.

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)

Medical Affairs Certificate Program Module E – Strategic partnering

Date

mardi 10 mars 2026

Temps

09.00 - 17.30

Langue

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.

Anreise mit dem Auto

Das Parkhaus Trafo zählt 300 gedeckte Parkplätze. Bitte berücksichtigen Sie, dass das Parkhaus öffentlich ist und keine Parkplätze reserviert werden können. 1000 weitere Parkplätze finden Sie in nächster Nähe zum Trafo Baden

Coût par personne (hors TVA)

CHF 980 .- (pour les membres de la shqa)

CHF 1'480 .- (pour les non-membres)

Ces frais comprennent : la présentation du séminaire et l'attestation de participation.

Cours avec certificat

Ce séminaire fait partie du cours de certificat Medical Affairs.



Je serai heureux de vous conseiller personnellement !

Corinne Wild

[+41 41 500 07 89](tel:+41415000789)

Personnes de contact



Rebecca Siegmann

[+41 41 500 07 86](tel:+41415000786)



Carla Rentsch

[+41 41 500 07 83](tel:+41415000783)



Dr. Louis-Sebastian Sonntag
Geschäftsführer
Sonntag Lifescience Consulting



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



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