ACMA

Live Webinar

Topic:
Medical Affairs-Adapting to the COVID19 Crisis

Thursday, March 26, 2020
11:00am est

WILL START SHORTLY...
ACMA is focused on the highest standards of excellence in medical affairs.

ACMA is the only IACET/ANSI Accreditation Organization in the world focused on medical affairs.
What we Do
ACMA FEATURED IN

ACMA

THE LEADERS IN MEDICAL AFFAIRS TRAINING & CONSULTING SERVICES
ACMA Predictive Analytics Tool

Stakeholder Insights. Never Be Surprised Again.

PREDICT BEHAVIOR

Based on cutting edge data mining techniques, we can help predict future behaviors to help you pivot quickly.

SENTIMENT ANALYSIS

Know what your stakeholders think about your product, brand, company or competition.

INFLUENCE MAPPING

Understand the factors that influence your stakeholders' views.
Introducing the
ACMA Medical CRM Platform
Finally a CRM for Medical by Medical…

- Workflows
- Allocation
- Analytics
- Medical Affairs
- Accreditation by ACMA
- Clinical Research Site Manager
- HD Audio and Video Calling
- Share Text, Images, Videos, Docs and Audio Files

THOUGHT LEADER ENGAGEMENT
KOL Profiles, Notes, Expenses, & Adverse Event Reporting
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William Soliman PhD, BCMAS
Chairman, CEO
ACMA

Sam Girgis, MD
Assistant Medical Director
Division of Hospital Medicine, JSUMC

Bob Fell, PharmD, BCMAS
Field Medical Affairs
Sanofi Diabetes

Jill Massey, PharmD, MBA, BCMAS
Sr. Vice President, Medical Affairs
Melinta Therapeutics
ACMA
Live Webinar

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WELCOME & INTRODUCTIONS
ADAM BIANCHI
BRAND DIRECTOR, ACMA
Opening Remarks, COVID19 Task Force
William Soliman PhD, BCMAS
Chairman CEO, ACMA

On the Front Line- A Physician's Perspective treating COVID19
Sam Girgis, MD
Assistant Medical Director, Division of Hospital Medicine, JSUMC
Assistant Professor of Medicine, Hackensack Meridian School of Medicine

Leading Medical Affairs in the COVID19 Era
Jill Massey, PharmD, MBA, BCMAS
Sr. Vice President, Melinta Therapeutics

Field Medical Affairs - An MSL’s Perspective
Bob Fell, PharmD, BCMAS
Field Medical Affairs, Sanofi
Opening Remarks: COVID-19 Task Force

William Soliman, PhD, BCMAS
Chairman, CEO
ACMA
COVID 19 Task Force

- Convened a COVID-19 task force made up of leaders from the pharmaceutical/biotech industry, academia, and medicine

- ACMA COVID19 Resources Page
Financial Assistance

- Economic Hardship Assistance
- Payment Plans Available
COVID19 Course

- Free COVID19 Course in the ACMA Learning Management Platform
- Available to everyone
Medical Affairs COVID19 Certification Initiative

- For any company which board certifies its medical affairs/MSL team during the pandemic, the ACMA is donating a portion of the proceeds to hospitals & healthcare workers ravaged by COVID19.
ACMA Food Bank Initiative

• ACMA will be organizing a way to help struggling families meet basic needs such as food and shelter during the pandemic.
• Working with Food Banks to help those in need.
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Sam Girgis, MD
Assistant Medical Director
Division of Hospital Medicine, JSUMC
Assistant Professor of Medicine
Hackensack Meridien School of Medicine
Live Webinar

Topic:
Leading Medical Affairs in the COVID19 Era

Jill Massey, PharmD, MBA, BCMAS
Sr. Vice President, Medical Affairs
Melinta Therapeutics
Leading Medical Affairs in the COVID19 Era

Jill Massey, PharmD, MBA, BCMAS
Vice President, Melinta Therapeutics, Inc
Leadership, Not Location

Leading Medical Affairs in the COVID19 Era

Remote Leadership
Remote Leadership Considerations

• Communication through Media
• Tools and Technology
• Trust
• Monitoring and Coaching
• Measurement and Outcomes
Leadership in Crisis
Leadership in Crisis Considerations

- Define the Crisis
- Business Continuity Plan and Team
- Prioritization based on Stakeholder Needs
- Evidence-based Decisions based on Core Values
- Communication and Managing Expectations
- Composure and Flexibility
- Self Care
Key data transitioned to actions during the global COVID-19 pandemic

- 83% of companies have already implemented a task force to handle issues pertaining to the global COVID-19 pandemic.
- 6% are planning to implement a task force but have not done so yet.
- Task forces most often contain representation from Medical Affairs, Commercial, Information Technology, Regulatory Affairs, and C-Suite.

- 42% of companies do not currently allow face-to-face external engagements with physicians.
- 42% of companies have implemented digital remote engagement alternatives to F2F engagements with physicians, indicating these engagements are essentially fully transferable to digital.

- 66% of companies are changing their performance measures to reflect the challenge of transferring external engagements to digital or other means.
- 42% of these companies have yet to decide how they are changing their metrics, other reported strategies were: changing metric benchmarks, proactively reviewing metrics, daily tracking, and tracking virtual meetings.

- Companies expect to permanently transfer a significant portion, 40%, of their engagements to digital permanently, even after the pandemic.
- Necessary resources needed to keep digital engagements smooth during and after the pandemic were described as: Virtual engagement tools, Information/Communication support, strong IT support, and flexible hours.
Live Webinar

Topic:
Field Medical Affairs - An MSL's Perspective

Bob Fell, PharmD, BCMAS
Field Medical Affairs
Sanofi Diabetes
“The Show Must Go On”

Accreditation Council for Medical Affairs
“Medical Affairs in the Age of Covid-19”

Disclaimer - The views and opinions expressed in this presentation are that of my own and should not be attributed to Sanofi.
“You never let a serious crisis go to waste. And what I mean by that it's an opportunity to do things you think you could not do before”  ~ Rahm Emanuel
Surviving Distruption

- Clinical Trials & FDA Guidance
- State Legislation updated daily on NCSL
- Healthcare System/Providers evolving daily to new ways of practicing medicine (Medical Practice Management Consultants, TeleMed2U)
- You’re finding new ways to reach your customers

Graphic Source: https://estrategiasdenegocios.blogspot.com/2017/06/como-sobrevivir-una-crisis-profesional.html
Opportunities - Leverage

Zoom Opportunities: KOLs, Groups, and Educational Programs
Tip: Know your Zoom Shortcuts and Commands
Others: BlueJeans, Cisco Jabber, Cisco Webex Meetings, GlobalMeet Collaboration, Google Hangouts Meet, GoToMeeting, join.me, Skype for Business, TeamViewer, & Zoho Meeting

Source: NASDAQ: ZM
Opportunities - Leverage
Opportunities
– The Gift of Time: Learning & Growth

Examples: Board Certification, Podcasts, IDP training, CE Courses, Kindle University, etc.....
OPPORTUNITIES - EQ

14 Resources for Emotional Health During Coronavirus Times

As feelings escalate, it’s time for more Emotional Intelligence

Source: https://www.6seconds.org/2020/03/10/eq-resources-covid-19/
Upcoming Webinar

Topic:
How to Cope with COVID-19
Finding Balance

APRIL 23, 2020 @11AM EST