



# The role of MDs and health care professionals in the Pharmaceutical industry, driving innovation and adoption of novel treatment options

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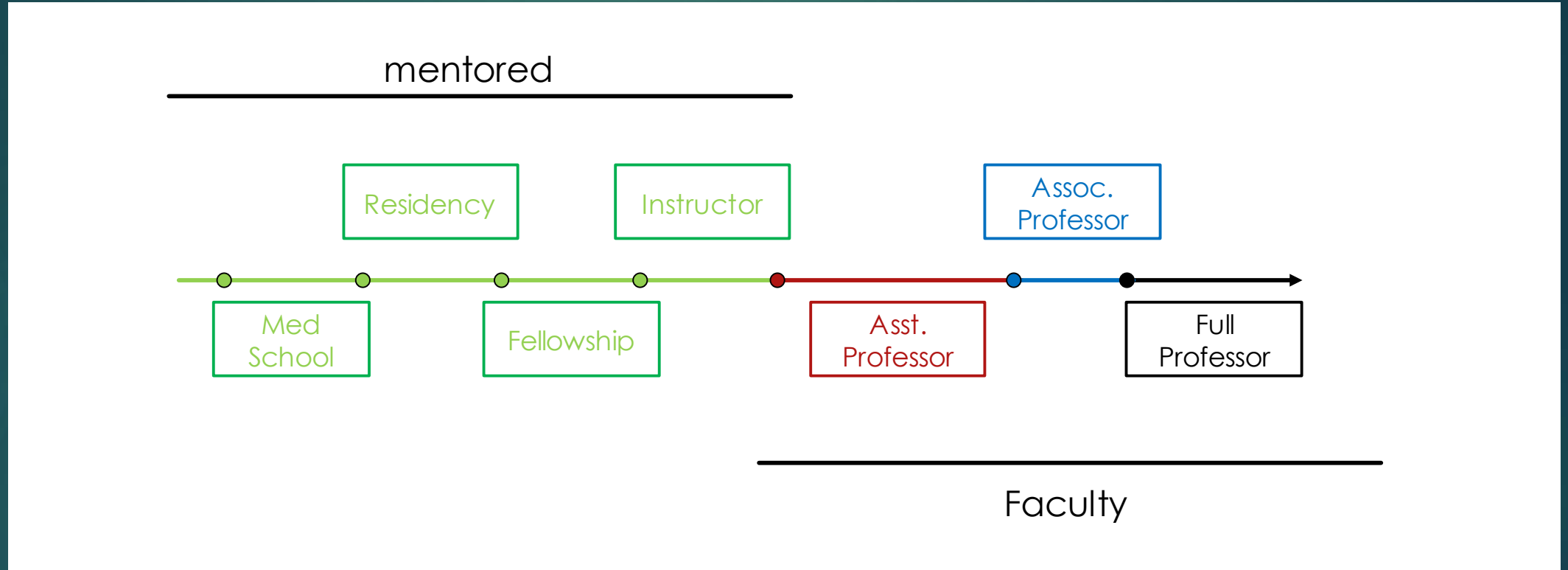
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# Disclosures and conflicts of interest

- ▶ Manager, Medical Science Liaison at Ferring Pharmaceuticals
- ▶ Opinions expressed in this talk are strictly personal and do not represent the position or opinions of Ferring



# Regular Academic track for MDs



# Other options and transitions (time of transitions)

## Academic timeline

- ▶ Undergraduate
- ▶ Medical school
- ▶ Residency
- ▶ Fellowship
- ▶ Academia/ private/hospitalist

## Other options

- ▶ Public Health (MPH, DrPH)
- ▶ Information technology
- ▶ Hospital administration (MBA)
- ▶ Consulting
- ▶ Medical Writing
- ▶ Teaching
- ▶ Pharma/biotech
- ▶ Medical devices companies
- ▶ Research/CROs and other companies (clinical and basic science)

# Why make the switch?

- ▶ Physician's Burnout
- ▶ Better lifestyle and work-life balance (new parents and more flexibility)
- ▶ Managed care and declining reimbursements



# Public health (MPH or DrPH)

- ▶ An PH degree bridges the physician's gap between patient and community.
- ▶ Public health teaches clinicians and medical researchers the skills to speak the language of policymakers
- ▶ Administrative positions in hospitals/clinics (MBA helps too)
- ▶ Healthcare policy → CDC, NIH, WHO
- ▶ Teaching positions

Epidemiology

Biostatistics

Healthcare  
policy and  
management

Environmental  
health

Social and  
behavioral  
sciences

# Information technology

- ▶ Developing software applications for electronic medical records
- ▶ Implementing systems in hospitals and troubleshooting software problems
- ▶ Working in information technology is a chance for a doctor to use their medical knowledge while also do something completely different.



# Hospital Administration- Chief Medical Officer

- ▶ Training of new doctors on hospital policies, evaluating the level of care given by medical professionals, and choosing medical directors
- ▶ Financial role → determines the rate of pay for employees, assists in resident funding, and helps manage the budget
- ▶ Communication with chairmen of committees, and attending board of trustee meetings to promote education, improvement of the medical facility's performance, and attention to quality assurance in every department
- ▶ Making sure that all procedures are being followed within each department
- ▶ Helping coordinate community clinics and any other activities in which the hospital participates





# Consulting companies

- ▶ "Consulting physician" is a physician who examines a worker or the worker's medical record to advise the attending physician or APN authorized to provide compensable medical services regarding treatment of a worker's compensable injury
- ▶ Consultant for:
  - Pharma
  - Medical devices companies
  - Hospitals
  - Clinics



# Medical Writing

## Writing scientific documents of different types

- ▶ Regulatory and research-related documents
- ▶ Disease or drug-related educational and promotional literature publication articles like journal manuscripts and abstracts
- ▶ Content for healthcare websites
- ▶ Health-related magazines or news articles



## Who requires medical writing?

- ▶ Pharmaceutical / healthcare product companies including medical device companies
- ▶ Contract Research Organizations (CROs) & Business/Knowledge Process Outsourcing companies (BPOs/ KPOs)
- ▶ Scientific content and healthcare communication companies (Functional Service Providers)
- ▶ Media & Publishing companies and Medical Journals Academic medical institutions, Medical/scientific societies
- ▶ Healthcare Websites

# Teaching

- ▶ Universities (from undergraduate level) and medical schools
- ▶ Medical exams (MCAT, USMLEs..)
- ▶ Online portals, social media and YouTube videos
- ▶ Training commercial teams in the industry
- ▶ Program directors for schools or clinical departments
- ▶ PH field



# Research/Contract Research Organizations (CROs)

## Monitoring of clinical trials

- ▶ To ensure compliance with the trial protocol
- ▶ To check clinical site activities and make on-site visits
- ▶ To review case report forms
- ▶ To communicate with clinical research coordinators
- ▶ To check scientific integrity of data collected
- ▶ To protect rights of human study subjects
- ▶ To make sure adverse events are correctly documented and reported

## CROs partners

- ▶ Pharmaceutical companies
- ▶ Research institutes
- ▶ Government agencies



# Pharmaceutical industry/Biotech companies

- ▶ Medical Science Liaison
- ▶ Research and development
- ▶ Medical information
- ▶ Publications
- ▶ Medical directors
- ▶ VP of medical affairs
- ▶ Chief medical officer



**For all these positions, a higher degree is required in most cases (MD, PhD, PharmD)**

# An example of the structure within the industry

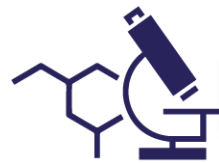


Commercial

Chief Commercial Officer  
BU heads  
Marketing  
Sales



Market Access



R&D



Bus. Development



Communications

Medical Affairs

Medical Directors  
MSLs  
MA Operations

Med Info



Publications

# INTERNAL

# EXTERNAL

Data Generation

Data Dissemination

Director Field

Medical Affairs

Med Info

Publications

HEOR

Data Assimilation

Global

R&D

Business Development

Market Access

Commercial

Communications

Regulators

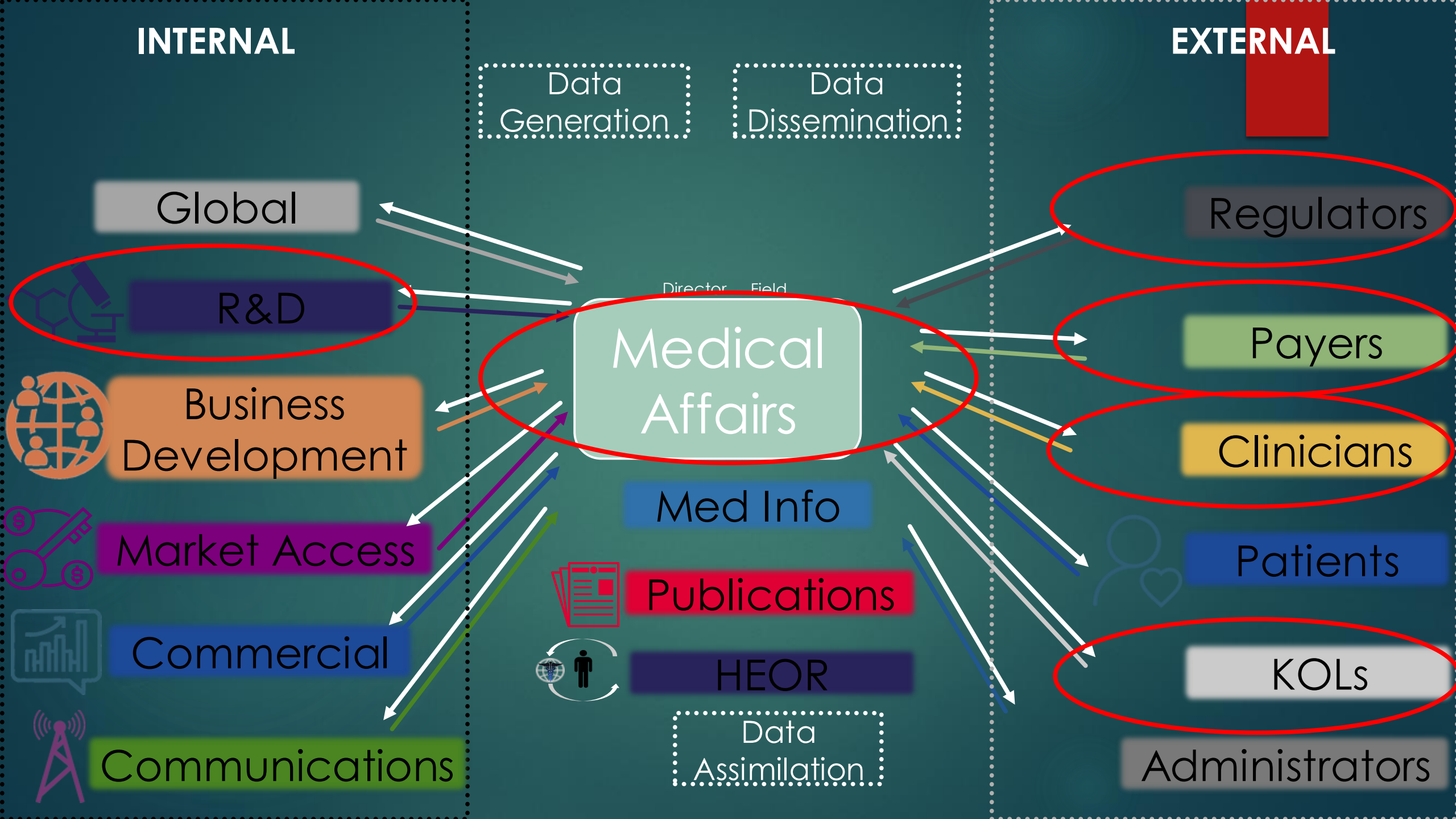
Payers

Clinicians

Patients

KOLs

Administrators



# Importance of Medical Affairs

- ▶ A vital source of information for physicians looking to improve the health outcomes of their patients.
- ▶ A strategic role and help inform value discussions by sharing the most relevant and trustworthy information with healthcare teams.
- ▶ The healthcare industry is shifting its focus from volume to value → MA workforces teaches the different parties about the solutions, services and drugs (and the science behind them)



# Interactions with academia and private practice

- ▶ Advisory boards
- ▶ Consulting
- ▶ Speaker trainings (branded and unbranded)
- ▶ Medical and commercial Symposia
- ▶ Research (Investigator-initiated trials and industry-sponsored trials)

# NOT ONLY MD!!!

PhD

RN

APN

MPH

PharmD

PA

# Opportunities out there- the sky is the limit!

- ▶ **Don't close any door**
- ▶ **Explore options**
- ▶ **The mission is the same: To help patients lead better lives**



THANK YOU!!!

QUESTIONS?