

ACQUIRE BUSINESS ACUMEN IN MEDICAL AFFAIRS

➤ LEARN from Pharma's
international top experts



Maaïke Addicks

The Medical Plan and Tactical Implementation

Business Acumen Course for MSLs & Medical Advisors

“The course helped me a lot in understanding my role and which tools to use to best achieve our medical goals. It offers the chance to discuss challenges and opportunities with an expert speaker and with colleagues from all over the world.”

Anne Seifert, Medical Scientific Liaison Neurology - **Sanofi** (Germany)



The Medical Plan and Tactical Implementation

Business Acumen Course for MSLs & Medical Advisors

LEARN

- The strategic importance of a Medical Plan and its critical building blocks.
- Various easy-to-use, yet impactful tools for strategic decision making.
- How a well-crafted Medical Plan lays the foundation for successful external and internal stakeholder engagement.
- How to effectively select, plan, and execute Medical Affairs tactics to implement the Medical Plan.
- How to assess the ROI of your Medical Affairs tactics.



The Expert
Maaïke Addicks

- A medical doctor by training, Maaïke Addicks is an independent Medical Affairs consultant with expertise in strategic development, change management, and competency building.
- She has over 15 years of on-the-job experience in Medical Affairs in biotech, mid-sized, and large pharma companies, across a wide spectrum of therapeutic areas.
- She is the President of the Medical Affairs Commission of the Dutch Association of Pharmaceutical Medicine (NVFG).
- Maaïke is a passionate trainer and consultant, highly respected for her hands-on approach and strategic expertise in Medical Affairs management.

Dates & Locations

17 June 2025 (live online)
12 November 2025 (live online)

Visit www.celforpharma.com for registration fees and updates.

What Participants Say About This Course

“Maaïke is an excellent speaker and a pleasure to listen to. I am very happy to have had the opportunity to listen to her and interact with her directly.”

Antibiotice
Lusiana Stanescu
Medical Advisor
Romania (November 2024)

“Excellent detail and insights from Maaïke's extensive medical experience. I heard so many 'gems' of knowledge that will be useful. The interaction with other participants was really enjoyable, hearing different angles and experiences. Highly recommended!”

AstraZeneca
Muireann Ní Bhaoighill
Senior Scientist
Sweden (June 2024)

“Great expertise of the trainer and a very well delivered course!”

Kenvue
Nik Loveridge
Associate Director,
Medical Affairs
UK (June 2024)

Agenda



All courses are held in CET/Brussels Time. Please check the Dates & Locations section on our website for the exact start and end times, or send an email to margherita.mutto@celforpharma.com.

> Welcome & Introductions (~15 min)

> Part 1: The Strategic Medical Plan (~3 h)

- Medical Affairs as a critical contributor to the success of the company throughout the product lifecycle
- The strategic importance of the Medical Plan
- Critical building blocks of the Medical Plan in a logical flow:
 - Analyses
 - Strategic goals
 - Strategies
 - Medical Affairs tactics
- Impactful analytical tools for strategic decision-making
 - Gap analysis
 - The SWOT analysis
 - *Group exercise: In small groups the attendees will work out a SWOT for a case study*
 - The Confrontation Matrix
- Alignment between the Medical Plan, Clinical Plan, Brand Plan, and global plans
- How your Medical Plan leads to impactful KOL planning
- Using your plan to improve cross-functional collaboration

Lunch Break

> Part 2: Impactful Medical Affairs Tactics (~4 h)

- The toolbox of Medical Affairs: tactics and their impact
- Choosing the best Medical Affairs tactics to achieve your goals
 - Tips for prioritising and timing your tactics optimally
 - Assessing the ROI of your Medical Affairs tactics by mapping on impact, reach and effort
- What's in it for them: the value of your tactics to physicians and patients
- Diving deeper into MSL Tactics (interactive discussion): face-to-face discussions, scientific presentations, symposia, round tables, data generation and medical projects
- How to increase your impact with online digital tactics
- Tactics for gathering insights
- Focus on the Advisory Board: 9,5 steps for a successful Advisory Board

Registration Form

Complete the below form and email to aswaan@celforpharma.com
or go to www.celforpharma.com and complete the online registration form.



QUESTIONS?

Annelies Swaan

aswaan@celforpharma.com

Course(s)

Course Title _____

Course Date(s) _____

Registration Fee

Visit our website www.celforpharma.com for information about the early bird fee and full fee, group discounts, etc.

Participant Details

Title _____ Email _____

First Name _____ Mobile Number _____

Last Name _____ Country of Work _____

Job Title _____

Company Details

Company Name _____

VAT Number _____

Invoicing Address:

Street Address _____

City/Province _____

Postcode _____

Country _____

Payment

Payment Method ☐ Bank Transfer (+3%) ☐ Credit Card

PO Number (optional) _____

Confirm Registration

In order to complete the registration, please tick the following box(es):

☐ I, the participant(s), have read and accept CELforPharma's
Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy)
and Privacy Policy (www.celforpharma.com/we-value-your-privacy)

☐ I accept that CELforPharma regularly sends me information by email on topics discussed within their website
(www.celforpharma.com) and relevant to my function, under the condition that I can unsubscribe at any time.
I accept that relevant personal details are stored in a database for that purpose, as per CELforPharma's
Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.