## ACQUIRE BUSINESS ACUMEN IN MEDICAL AFFAIRS



> LEARN from Pharma's international top experts

Maaike Addicks

# The Medical Plan and Tactical Implementation

Business Acumen Course for MSLs & Medical Advisors



## 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
Maaike Addicks

- A medical doctor by training, Maaike 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).
- Maaike 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**

Maaike 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 Maaike'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)





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 <a href="mailto:margherita.mutto@celforpharma.com">margherita.mutto@celforpharma.com</a>.

#### > Welcome & Introductions (~15 min)

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

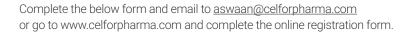
- Medical Affairs as a critical contributor to the success of the company throughout the product lifecycle
- The strategic importance of the Medical Plan
- Critical building blocks of the Medical Plan in a logical flow:
  - Analyses
  - Strategic goals
  - Strategies
  - Medical Affairs tactics
- Impactful 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**





### 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	
Last Name	Country of Work
Job Title	
Company Details	
Company Name	
VAT Number	
Invoicing Address:	
Street Address	
•	
Country	
Payment	
Payment Method 🔲 Bank Tra	ansfer (+3%) 🔲 Credit Card
PO Number (optional)	
Confirm Registration	
In order to complete the registration, ple	ease tick the following box(es):
I, the participant(s), have read and ac	
	.celforpharma.com/transfer-cancellation-policy)
and Privacy Policy (www.celforpharm	• • • • • • • • • • • • • • • • • • • •
☐ Laccent that CEL for Dharma requirely	cande ma information by amail on topics discussed within their website.
	sends me information by email on topics discussed within their website at to my function, under the condition that I can unsubscribe at any time.
· · · · · · · · · · · · · · · · · · ·	are stored in a database for that purpose, as per CELforPharma's
·	m/we-value-your-privacy), of which I accept the terms.