



COMPANY PROFILE: **MEDSCAPE MEDICAL** **AFFAIRS**

Pharmaphorum 5 September 2024

Company Profile: Medscape Medical Affairs

Sales & Marketing

Company Profile

Medscape Medical Affairs

CCO/Founder
CCO Jeremy
Schneider

Headquarters
New York, USA and
London, UK

Number of
Employees
4000+ worldwide



Established
1996

Area of Focus
The leading digital
platform for
physicians
worldwide.

Reach
13.5 Million HCPs
worldwide

5 September, 2024

Medscape Medical
Affairs

Medscape Medical Affairs: Leading the charge in medical education and collaboration

In a world where the healthcare industry is evolving rapidly, the role of Medical Affairs is becoming increasingly crucial. Medscape Medical Affairs, launched in 2021 by Medscape, is at the forefront of this transformation, giving a strong voice to patient needs and driving evidence generation in the medical field. With a global reach of over 13 million healthcare professionals, Medscape Medical Affairs is uniquely positioned to facilitate knowledge transfer, build collaboration, and lead

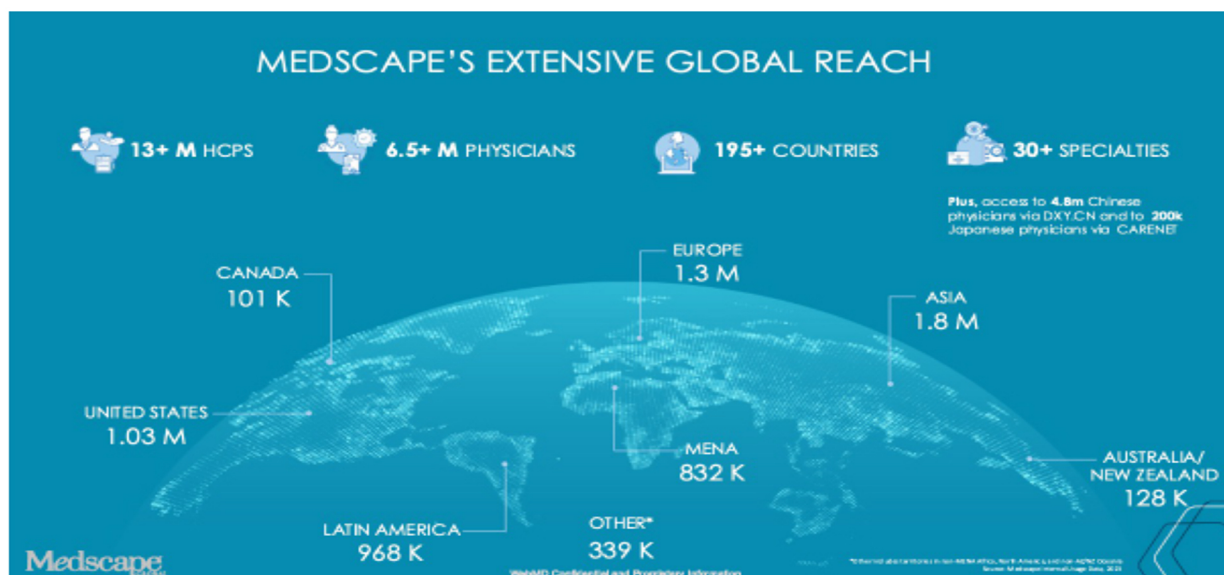
innovation across the healthcare ecosystem.

Bridging the gap between discovery and patient care

Medical Affairs plays a critical role in translating complex scientific discoveries into meaningful patient outcomes. It's the bridge that connects scientific research with practical, patient-centred care. Medscape Medical Affairs operates across every phase of the medical discovery and development process, ensuring that the voice of the patient is heard and that clinicians have access to the latest information and education. From market assessment to clinical trial awareness, the team offers a range of solutions designed to support healthcare professionals in making informed decisions.

A global network of clinicians

Medscape Medical Affairs has access to Medscape's extensive network of over 6.5 million physicians, including 1.3 million in Europe and the UK. This network is a powerful resource for disseminating critical medical information and fostering connections among healthcare professionals. As a top network of websites for physicians, working with Medscape Medical Affairs enables you to reach a guaranteed and engaged audience of clinicians with your content and messages, extending reach and improving ROI on your initiatives.



Award-winning innovation and collaboration

Medscape Medical Affairs has garnered recognition for its innovative approach to medical education and collaboration. In 2022, the team received the PMEA Awards for Excellence in Innovation and Excellence in Professional Education & Support Programmes for their Transatlantic Exchanges in Immuno-Oncology program. This groundbreaking initiative brought together leading research centres, including L'Institut Servier, Gustave Roussy, and Dana-Farber Cancer Institute, to create a global community of oncology innovators.



The programme's success lies in its ability to unite clinicians from around the world to share ideas, challenge each other, and drive cancer research forwards. By leveraging a multichannel engagement strategy and providing flexible formats for discussion and education, the Transatlantic Exchanges programme has created a vibrant community of over 500 oncology innovators across 80 countries, with more than 1,000 individuals expressing interest in future collaborations.

As Toni Choueiri from Dana-Farber Cancer Institute noted, "This is an exciting collaboration that brings together two of the world leaders in cancer research and the development of new therapies. We have a great deal to learn from each other and to share with our colleagues around the world as we find new ways to end cancer."



Customised solutions for every phase of development

Medscape Medical Affairs offers a variety of services tailored to meet the unique needs of clients at every stage of the product lifecycle. Whether it's providing market assessment, developing disease state education, or amplifying medical publications, the team has the expertise and resources to deliver impactful solutions. The ability to customise programmes based on specific needs ensures that clients can reach the right clinicians with the right message, enhancing their research and education efforts.

Harnessing data to drive success

One of the key strengths of Medscape Medical Affairs is its data-driven approach. A dedicated team of data scientists analyses insights from Medscape's global membership, providing valuable information that informs future activities and solutions. This data-centric focus allows Medscape Medical Affairs to deliver measurable impact, ensuring that clients can assess their return on investment and make data-driven decisions that elevate their medical affairs strategy.

Ready to take the next step?

Visit www.MedscapeMedAffairs.com or follow them on LinkedIn @MedscapeMedicalAffairs to explore their services, connect with their experts, and discover how they can help you achieve your goals. With their expertise, global reach, and commitment to innovation, Medscape Medical Affairs is a gateway to a new level of medical collaboration and outcomes.