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**MEDICAL
AFFAIRS**
EDITION

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*Christina Hoffman,
Global Head*

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CLINICAL
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\$15



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MEDSCAPE MEDICAL AFFAIRS



The annual listing of 10 companies that are at the forefront of providing Medical Affairs services and impacting the industry in the region

MEDSCAPE MEDICAL AFFAIRS

CATALYZING CLINICAL INNOVATION

By Jeremy Williams

Medical affairs is pivotal for pharmaceutical innovation, driving the integration of life-changing therapies into clinical practice to improve patient care. The primary goal of medical affairs teams is to ensure that healthcare professionals (HCP) can access the most accurate, relevant and up-to-date medical information. To achieve this, they must gain insights about information-seeking behaviors across various channels and touchpoints and deliver content that is personalized, engaging and impactful.

Medscape Medical Affairs, a pioneering force in the industry, excels in this mission. The company is more than a provider of exceptional medical-led content. It adeptly delivers two vital components; actionable insights and an omnichannel engine, both crucial for guiding decision-making in clinical settings.

Building on a legacy spanning three decades, Medscape is a trusted professional medical information site, which houses the world's largest professional network of clinicians, including 6.5 million MDs and 10.5 million HCPs. Analyzing their content consumption pattern, medical affairs teams can gain actionable insights into trends, preferences and information needs to better plan for upcoming educational initiatives and campaigns.

The company fulfills its commitment to providing omnichannel capabilities for the medical community by leveraging the powerful digital engagement and marketing platform of its parent company, Internet Brands.

"We are a source of authority for creating quality medical-led content. But our superpower lies in channeling the right HCPs to the right

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IN MEDICAL
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AND CLINICAL
PRACTICE
PATTERNS



content to improve patient care in everyday practices,” says Christina Hoffman, global head of Medscape Medical Affairs.

A MULTI-PRONGED APPROACH TO CONTENT CURATION

Hoffman brings more than 15 years of in-depth experience in product launch readiness. Her multifaceted skill set across B2B and B2C communications, healthcare IT, market research, andragogy, KOL identification, and analysis is instrumental in extracting actionable insights from oceans of data.

A primary challenge for medical affairs teams is the lack of clarity on what makes an insight actionable. As HCPs use Medscape’s vast data repository, a multitude of interactions generates insights into their consumption behaviors. Direct contact with these members empowers clients to understand the type of content they interact with, including the length of time, the most frequently accessed resources, and in what manner. This allows them to gauge how HCPs consume the information and best serve their areas of interest.

“We have an impressive membership because clinicians worldwide trust and rely on our site for the truth in medical information and clinical practice patterns,” says Hoffman.

Every member of the clinician group receives information through multiple channels and platforms in a distinct way and at preferred times. Medscape’s omnichannel engine enables medical affairs teams to reach HCPs where they are most active and engage them through their preferred channels, like digital platforms, conferences or publications.

Medscape’s distinctive feature is content optimization. Rather than posting lengthy content, it suggests a strategic approach to condense and create concise versions that resonate with the target audience.

In one instance, Medscape rolled out a multifaceted content strategy to gauge audience engagement. Three content formats were developed based on a single symposium. The initial piece of content featured the complete symposium. In the second version, the content was divided into four chapters, while the third format comprised handpicked excerpts from those chapters.

Centering on behavioral analysis, Medscape assessed the extent and depth of engagement,

providing medical affairs teams with insights into whether or not they progressed through the materials. Discerning their pattern provided them with a nuanced understanding of the overall success of the content and areas that resonated most with the audience.

MEASURING IMPACT THROUGH KPI

Aside from these content engagement strategies, it is paramount for medical affairs divisions in pharmaceutical companies to measure the success of clinical initiatives. Medscape emphasizes articulating key performance indicators (KPI)—leading and lagging—to evaluate HCP progression upfront, ensuring alignment with overall strategic goals.

The onboarding process begins with defining the client’s area of interest, like disease state education, symposia, webinars and podcasts. After determining the KPIs and other metrics, Medscape devises strategies to maximize the content’s impact to influence the KPI.

More than the ‘clicks’ of interactions, medical affairs professionals can monitor HCPs’ information-seeking behaviors and shifts in crucial early indicators, such as knowledge, confidence and perception. This allows them to compare responses before and after exposure so that the content strategy is on track. Based on the HCP’s response to the proposed content, they can assess its impact on different audience groups, which helps in refining future segmentation efforts.

Illustrating Medscape’s intent to drive impactful outcomes is a partnership with Sanofi, a French multinational pharmaceutical and healthcare company. The collaboration

aimed to implement a curriculum of training activities within the cardiovascular (CV) therapeutic area to address three pre-defined KPIs over two years.

WE ARE A SOURCE OF AUTHORITY FOR CREATING QUALITY MEDICAL-LED CONTENT. BUT OUR SUPERPOWER LIES IN CHANNELING THE RIGHT HCPS TO THE RIGHT CONTENT TO IMPROVE PATIENT CARE IN EVERYDAY PRACTICES

Medscape developed a comprehensive medical-led content strategy to demonstrate tactics specific to multi-specialty audiences for achieving certain KPIs. It evaluated the impact of various activities at the three- and six-month marks post-exposure. Analysis revealed that certain content pieces were more effective in different audience subsets, such as cardiologists versus primary care physicians. This insight prompted Sanofi’s CV medical affairs team to focus its training on individuals with the greatest impact. The success of this initiative led to increased investment and continued partnership with Medscape.

A commitment to disrupting ‘at-risk’ collaborations with medical affairs teams includes taking on shared financial

responsibility. Medscape is venturing into outcomes-based agreements dependent on pre-established KPIs.

In a team-up with Eli Lilly, a prominent American pharmaceutical company, Medscape developed a risk-based model tailored to meet their objectives. It actively engaged with the client and continuously monitored the model’s impact. This ongoing continuous assessment led to the teams iteratively refining strategies to ensure they accomplish the KPI goals.

JOURNEY TOWARD HEALTHCARE TRANSFORMATION

Medscape follows a pragmatic approach, standing ready to customize solutions for medical affairs teams to meet their specific requirements.

A notable instance involved a client hosting a live symposium where the attendance was low. A high slot fee appeared to be the issue. Medscape proposed a more cost-efficient way of reaching a larger audience—recording a free webinar that conveys the same content and insights. The primary goal was to broaden the reach and impact of the symposium. Opting for this approach, the client maintained a huge presence at the conference with their booth and medical affairs teams. This strategic adjustment also resulted in substantial cost savings of around \$50,000.



Continuous quality evaluation and refinement are integral to Medscape. It ensures each initiative is impactful and applies the knowledge gained from previous experiences to future endeavors.

Medscape envisions delivering on the promise for medical affairs teams to be a strategic pillar in the pharmaceutical industry alongside clinical development and commercialization teams. It is poised to accelerate novel clinical breakthroughs, shaping the future of healthcare. [LS](#)