

pharma

TECH OUTLOOK

**MEDICAL
AFFAIRS**
E D I T I O N

**PURPOSE-DRIVEN
AND STRATEGIC:
THE GO-TO
MEDICAL AFFAIRS
PARTNER**

**THE MEDICAL
AFFAIRS
COMPANY**

David Hahn,
Worldwide Head



THE MEDICAL AFFAIRS COMPANY

**PURPOSE-DRIVEN
AND STRATEGIC:
THE GO-TO
MEDICAL AFFAIRS
PARTNER**



**AS EXPERTS IN THE SPACE, WE
DEVELOP AND EXPAND FOCUSED
MEDICAL AFFAIRS MESSAGES.
TMAC'S PROFESSIONAL STAFF
HELPS CLIENTS EFFECTIVELY AND
ACCURATELY DISSEMINATE DATA
TO DIVERSE STAKEHOLDERS**

By Stacey Smith

The value of communication has always been immense for businesses. Within the context of the biopharmaceutical industry, the importance of communication becomes immeasurable.

Considering the variables in carrying a drug from its early development stages through to its commercialization, it is justified to assume only some in the value chain or from the same scientific community maintain the same level of expertise.

Translating science into a commercially agreeable language is absolutely critical. The responsibility of disseminating medical information effectively falls on the shoulders of a company's medical affairs department. The task, in recent years, has grown more complex due to the many new discoveries and advancements made in the pharmaceutical and medical device manufacturing fields.

Consequently, companies are on the lookout for a robust team of experts who can cover every facet of medical affairs. Fortunately for them, with The Medical Affairs Company (TMAC), the search is over.

TMAC is one of the world's leading medical affairs solutions providers, offering a comprehensive portfolio that promises to deliver the right message to the right people in the right way. It is solely dedicated to this tricky-to-navigate domain and fueled by a sense of unrivaled purpose to deliver on each client expectation. Its corporate objective is powerful; it seeks to empower through knowledge, advance healthcare, and enrich patients' lives.



David Hahn,
Worldwide Head



The world’s largest provider of Medical Science Liaisons (MSL), TMAC is a subsidiary of Parexel, a leading global clinical research organization (CRO) focused on the development and delivery of innovative new therapies to advance patient health. Being a part of a company that provides support early in the clinical development lifecycle allows for a natural transition to TMAC to create tailored solutions that address the challenges of companies preparing for launch.

There have been many changes across the pharmaceutical industry from a scientific, regulatory, compliance, and operations perspective. While industry professionals are trained to adjust rapidly in this environment, the same cannot be said for the rest of the community. Science and data continue to evolve and grow at an astounding pace. The complexity of this expansive information places tremendous strain on pharma and biotech companies trying to communicate the same throughout a product’s life cycle. Medical affairs professionals and MSLs provide this peer-to-peer medical education for key opinion leaders (KOL) and other healthcare providers.

However, physicians, patients, nurses, medical office staff, stakeholders, and many other players with a vested interest in a product’s development also require timely updated information customized to

their needs. TMAC’s MSLs distinctly and compliantly engage with these audiences and glean timely insights that are then communicated back to further shape the data in a manner that ensures the highest standards of safety and effectiveness.

TMAC effortlessly maintains the edge in this regard. It understands these shifts in the market and is perfectly poised to educate people across medical disciplines and cement the value of medical affairs as a support function for projects of all sizes. It is also perceptive of how many organizations are strapped for resources—especially small and mid-size businesses (SMBs)—and under the pressure of their variable cost model. The faster they deliver their message clearly, the better their chances of achieving the desired goals. TMAC possesses the necessary staff and connections to amplify an organization’s medical affairs efforts, allowing them to focus on core business operations of developing new products and improving patient care delivery.


“As experts in the space, we develop and expand focused medical affairs messages. TMAC’s professional staff helps clients disseminate data effectively and accurately to diverse stakeholders,” says David Hahn, Worldwide Head of TMAC.

TMAC’s services cover the full spectrum of strategy development and execution in medical affairs. Its portfolio

includes the option to contract some of the best MSLs, clinical trial liaisons (CTL), and clinical nurse educators (CNE) in the industry, accompanied by call center services and exceptional recruitment capabilities. TMAC emboldens clients who lack the necessary medical affairs infrastructure or processes to ensure successful clinical outcomes and product launches through these offerings. Managing the confidence of investors and important stakeholders and mitigating risks is much simpler with TMAC’s quality support.

It works with some of the biggest names in the pharmaceutical industry and brings the same professionalism to SMBs, striving to be the ideal medical affairs partner. The consulting service of TMAC excels at understanding their exact project requirements. It then—powered by the staff’s extensive subject matter expertise—provides the necessary guidance layered by a tactical execution to profitably complete the project.

Clients can buy what they need, when they need it from a niche specialty medical affairs provider, when working with TMAC. They can leverage TMAC’s access to a massive network of global MSLs and CTLs and outsource their medical affairs operations with complete security. Its executive staffing service, TMAC Direct, connects clients with professionals who possess strong clinical, regulatory, and medical affairs experience, among other competencies. TMAC’s unique in-house full-time recruiting staff, an industry exclusive, ensures each candidate is thoroughly vetted and appropriately matched to meet client and candidate needs. It does not contract freelancers, investing time and money in finding ideal recruiting experts and building a robust field team. This investment helps clients find the perfect candidate to meet their project-specific goals. TMAC’s entire recruiting team believes that staffing should not


**WE BRING A
WEALTH OF
EXPERIENCE
AND BASE
PROCESS
TEMPLATES
THAT HAVE
BEEN REFINED
OVER 25 YEARS,
ALLOWING US
TO IDENTIFY
THE BEST WAYS
TO START UP
A PROGRAM
WITH NEW
CLIENTS AND
WHO MIGHT
BE THE FINEST
POSSIBLE HIRE
FOR THEM**

be transactional. The relationships they cultivate in both directions ensure properly placed resources for the success of their clients.

“We bring a wealth of experience and base process templates refined over 25 years, allowing us to identify the best ways to start a program with new clients and who might be the finest possible hire for them,” says Hahn.

TMAC’s services are tailored according to each project’s detailed needs, where its business development team is involved until the operational team begins its processes. Hahn or an executive team member are always present with every customer launch from the get-go. Feeling the touch of true customer service is simply an inevitable byproduct of collaborating with TMAC.

These services only scratch the surface of what TMAC offers the modern pharmaceutical marketplace. Powering it to provide these effective medical affairs services under one roof is Hahn and his team of veterans, benefiting clients from a cost, efficiency, and scale perspective.

Before elaborating on its people and their strong corporate culture is an example of how TMAC helped a client with its CTL services, showcasing its competencies as the go-to medical affairs partner. The objective involved enrolling a minimum of 68 subjects within a year for a 33-site, Phase 2, small fiber neuropathy investigational study that began in August 2017. Unfortunately, by the end of February, six months after the initiation of the study, only ten subjects had enrolled, and the chances of signing up more were grim.

The deadline soon approaching, the client reached out to TMAC for assistance in improving their screening and enrollment processes. TMAC deployed a team of four contract CTLs to tick off some critical boxes on its checklist. The first was identifying barriers to screening and enrollment, including clinical trial awareness, followed by mitigating these

barriers. They also ensured regular contact with the sites to keep sponsors in the loop with real-time feedback on the screening and randomization of patients.

After the team successfully carried out its responsibilities, the client screened 29 subjects per month and enrolled 13, a great contrast with their previous numbers of 11 and 2, respectively.

TMAC’s brand reputation, highlighted by similar instances, continues to grow among medical communities worldwide. Its expertise is especially important in the industry since there is a dearth of experienced and talented medical affairs professionals. TMAC remains unfazed due to its most integral facet, its people.

Its workforce comprises the most qualified, driven, and dedicated medical professionals. Every employee is recruited after careful consideration and groomed to outperform the competition. More importantly, TMAC instills a sense of pride and accomplishment within each employee, motivating them to drive the highest degree of customer service for clients. People thrive in TMAC’s culture, impressing upon clients their dedication toward delivering on the growing global demands for medical affairs.

“We cultivate a people-first culture and believe in creating relationships before anything else. It has been our recipe for success for employee longevity and customer satisfaction,” states Hahn.

TMAC intends to continually invest in people and adopt the latest technologies to better serve its growing clientele. Having expanded operations outside the U.S., it seeks new opportunities in the Ex-US market and has hired various senior-level personnel to drive business in Europe and Asia. It is pouring significant resources into training, applicant tracking, and customer reporting systems to ensure it consistently exceeds client expectations. Its plans to pursue non-traditional life science sectors are just around the corner. TMAC is set to change how the world views medical affairs with passion and finesse like no other. 



The Medical Affairs Company

A Comprehensive Field Medical Solution Successfully Accelerated Clinical Trial Enrollment

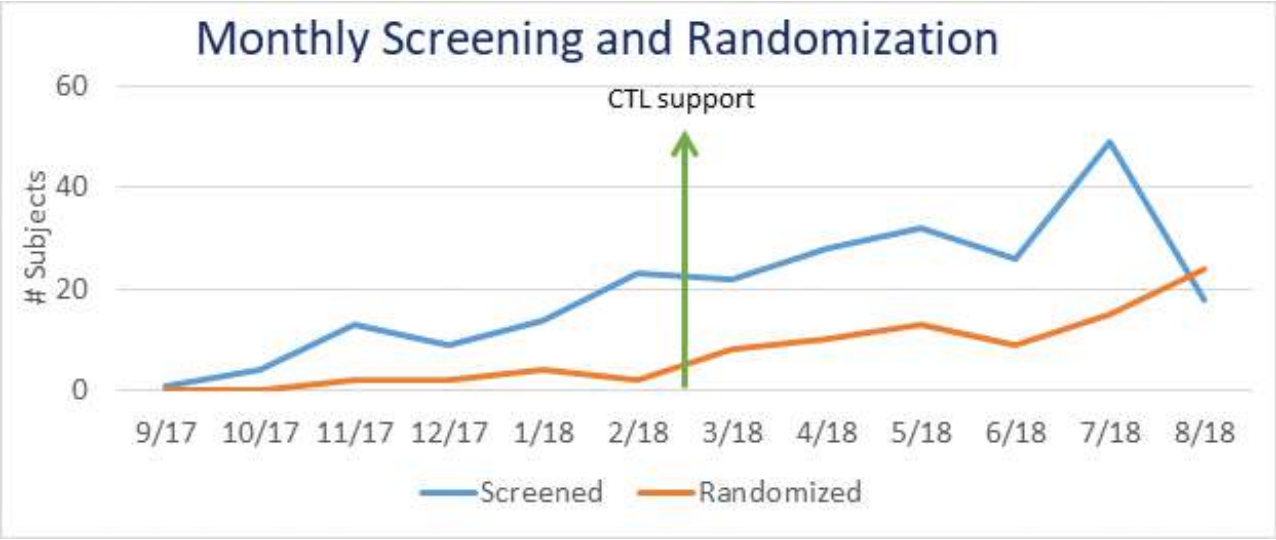


The Medical Affairs Company (TMAC) partners with pharmaceutical, biotech, and medical device companies to establish or augment their medical affairs capabilities.


TMAC has unmatched experience providing global field medical teams, including fully dedicated internal and contract Medical Science Liaisons (MSLs), Clinical Trial Liaisons (CTLs), Clinical Educators and Health Outcomes specialists. TMAC provides fit-for-purpose therapeutic and disease state specialists that scientifically engage with a range of stakeholders. These stakeholders include Key Opinion Leaders, Principle Investigators (PIs), community healthcare professionals, advocacy groups, payors, and site personnel in charge of executing and implementing clinical trials.

TMAC’s contract CTL solution was fully leveraged in the following case scenario where a study sponsor had launched a 33-site small fiber neuropathy investigational (phase II) clinical trial. The study had a target of recruiting at least 68 patients in one year. In the first six months following the study’s initiation, only 10 subjects had enrolled. Low awareness of this trial and patient enrollment were quickly identified as critical issues that would potentially delay its

Cumulative Screening and Randomization Totals												
	9/17	10/17	11/17	12/17	1/18	2/18	3/18	4/18	5/18	6/18	7/18	8/18
Total Screened	1	5	18	27	41	64	86	114	146	172	221	239
Total Enrolled	0	0	2	4	8	10	18	28	41	50	65	89



target enrollment objective, and result in a missed deadline. Understanding that TMAC’s CTLs can engage with these PIs, study sites and personnel to develop awareness of this trial, identify protocol challenges and obstacles associated with patient enrollment, and provide a local based resource dedicated to providing trial support, the study sponsor partnered with TMAC to optimize their trial enrollment. TMAC deployed a team of four contract CTLs tasked with increasing the awareness of the trial, identifying barriers to screening and enrollment and providing any necessary resources to site personnel. They recognized the challenges and implemented the most practical solutions to overcome them. Along with that, the team also kept in regular touch with the clinical study sites to give the study sponsor real-time

input on the patient screening and randomization process. They also helped the study sponsor by raising the public awareness of the clinical trial. The TMAC CTLs’ activities quickly led to a significant increase in trial screening. The screening rate prior to the CTL deployment was 11 subjects per month. As a result of the partnership with TMAC, the screening rate grew to 29 subjects screened each month. Besides an increase in the number of subjects screened, the trial enrollment rate also increased. Thirteen (13) subjects started enrolling in each month as opposed to the prior two (2) patients per month rate. This resulted in an additional enrollment of 21 participants, which exceeded the anticipated enrollment requirement, meeting the designated timeline. 

About The Medical Affairs Company:

TMAC partners with companies to provide a wide array of global medical affairs solutions, including contract field-based medical teams, direct recruitment and hiring of full-time personnel, Medical Information Contact Center services, and consulting. Learn more about The Medical Affairs Company’s offerings by visiting themedicalaffairscompany.com.

ISSN 2644-2787

pharma

TECH OUTLOOK

WWW.PHARMATECHOUTLOOK.COM

**MEDICAL
AFFAIRS**
EDITION

