

MEDICAL AFFAIRS & LIAISON

Therawis
Pharma | Diagnostics

Challenges

Therapeutic areas have become increasingly complex and crowded over the past decade. More personalized and specialized medicines & diagnostics enter the market. Treatment guidelines & diagnostic algorithms are steadily changing. The need of the external medical community, regulatory agencies and biopharma to better understand the medical product's scientific and medical rationale has considerably increased. Competition for time and attention of Key Opinion Leaders (KOLs) is intensifying. Consequently, Medical Affairs and Medical Science Liaison (MSL) are key for success of any medical product.

"Medical Affairs plays a vital role in pre-launch, launch and post-launch of personalized medicines and diagnostics"

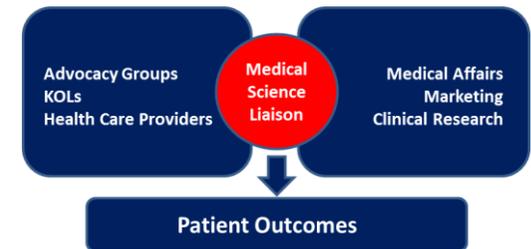
Medical Affairs

Medical Affairs provides scientific and medical services to internal and external stakeholders throughout the life cycle of a medical product, i.e. from clinical development, through pre-launch & launch to post-launch. In essence Medical Affairs does not promote a product but provides unbiased, comprehensive scientific & medical information.

Medical Science Liaison

As part of the medical affairs department Medical Science Liaisons (MSLs) are the industry's scientific resource to the external medical community.

MSLs are highly trained, experienced professionals who develop peer-to-peer relationships with key physicians, academia and cooperative groups in therapeutic areas of interest. These relationships are crucial in understanding how medical products fit into the treatment algorithm.



MSLs understand complex medical information and are capable to transform scientific data into digestible language.

MSLs stay up-to-date with relevant literature, attend international and national medical/clinical conferences and are the credible counterpart of biopharma to the medical community.

"Face-to-face MSL visits are important to create a peer-to-peer scientific and medical relationship with Key Opinion Leaders"

Our Services

Pre-Launch Support

Establishment and optimization of **clinical development and life cycle plans**

Pivotal trial support: trial design discussions with KOLs; site identification & site motivation

Development of **medical publication & presentation plan**

Network identification and strategy: defining clinical experts, academic experts, cooperative groups and patient advocacy associations to be involved

Market and competitor analyses and updates from conferences and feedback from KOLs regarding clinical practice, changes in standard of care and competitive landscape

Launch support

Generation of **scientific training modules and materials** to educate your sales team

Speaker identification and training for presentation of key data at relevant conferences and meetings

Establish **network relationships** with clinical experts, cooperative groups and patient advocacy groups; set-up & support of scientific advisory boards and meetings

Medical communications/publications

Post-Launch support

Maintain **network relationships** with clinical experts, cooperative groups and patient advocacy groups

Investigator Initiated Trial (IITs) support: set-up of IIT strategy and plan; establish procedure for IIT proposal submission and review; motivate and engage KOLs in IITs

Trial support: site identification & motivation enrollment enhancement solutions

Medical information services: information to be disseminated to patients, physicians and advocacy groups; respond to inquiries from physicians, patients and patient advocacy groups

Support **presentation of data** at key conferences and meetings

"If engaged on a scientific level and convinced of the medical usefulness health care professionals will take ownership of the success of the medical product"

About Us

Therawis Pharma GmbH is a privately held, profitable oncology-specialized company with offices located in Munich, Germany, and was founded in April 2014.

As part of the biopharma business we provide European-wide support in Medical Affairs and Medical Science Liaison (MSL).

We are a very experienced group of medical professionals with a track record of 15 years+ for each team member. As a team we work together in the oncology area since 10 years+. All team members have experience on both sides - as sponsor and service provider.

Contact

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