

# Medical Activities



prepared by:

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for:

**GMMA Head Meeting Agenda 25-27.09.2017**

**SEP 2017**



# Medical Affairs Strategic Imperatives

- The medical department introduces the company's medical strategy into practice, providing topical scientific materials, scientific expertise to both employees of the company and health professionals, training the company's employees.

# Medical Department

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## Teva Belarus Medical Department:

Svetlana Vaskovich  
Mgr. CIS Medical



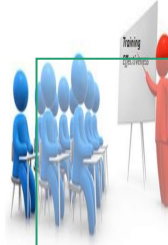
- Medical Department started work in 2017 (The Department has been working since Jan 2017)
- Until 2017 there was a combined function of Medical, Regulatory & Pharmacovigilance (It was combined with Medical, Regulatory & Pharmacovigilance Activities before 2017)

# GOALS 2017:

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Full range of medical services (Data generation and scientific knowledge exchange, HEOR, Continuous medical education (CME), Medical information, PSP) to ensure optimal use and access to the company medicines for patient and health care system



Improving medical operational excellence and effectiveness of execution of medical plans



High level of people engagement; competency model introduction



Keeping high level of compliance standards

# Medical Affairs Activities 2017

Type of activity	Q1-Q2 2017
<b>Congresses</b>	
Local (Nº of Speakers briefings)	1
<b>Medical Education and Knowledge exchange</b>	
Internal (Nº of SF trainings)	
Internal (Nº of trained person)	
Internal (Nº of training materials developed)	
External (Nº of KOL visits)	
Medical Information (Nº of internal and external requests handled)	
Materials (Nº of promo reviewed)	
Materials (Nº of non-promo created)	
KOLs approval for further interaction (Nº of KOLs reviewed)	

# Medical Information

– **Current situation:**

- develop SOPs and working instructions
- acquire and communicate medical intelligence
- provide managed care support

Period	Q1	Q2	Q3
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– **Next steps:**

- provide training for the employees
- review policies, procedures, laws, regulations
- internal review of generation of Medical Information Request Forms by therapeutic area and representative frequency
- provide clinical trial support

# Medical compliance procedures

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## – Current situation:

- on pre-cycle webinar average score >4.6
- at F2F training sessions average score > 4.7
- **High score applicability in the fields** of received medical knowledge (5 –points score)
- average score > 4.5
- **The main value** from the participation of Med Adv in the webinars/CC (frequency of occurrence in responses)

## – Planned actions:



# Launches 2018

	Q1 2018	Q2 2018	Q3 2018	Q4 2018
MS		<ul style="list-style-type: none"><li>• Copaxone Teva</li><li>• Copaxone 40</li></ul>		
Pain		<ul style="list-style-type: none"><li>• Katadolon (400mg)</li></ul>		
Cardio		<ul style="list-style-type: none"><li>• Valsartan (40mg, 320mg)</li><li>• Valsartan H (160/25mg, 320/12,5mg, 320/25mg)</li><li>• Diuver</li></ul>		

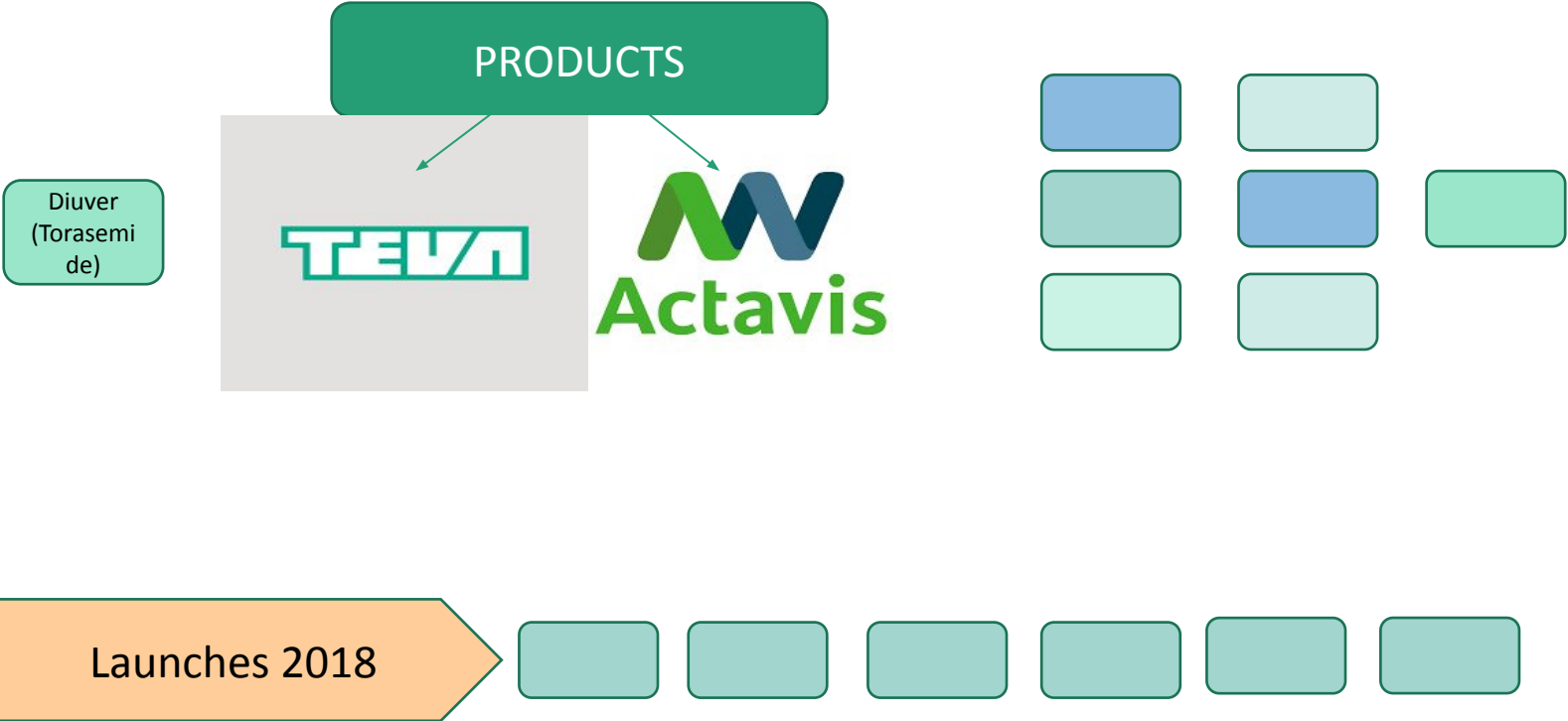




# Cardiology



# Teva Belarus Cardiology Portfolio



# Medical Strategy

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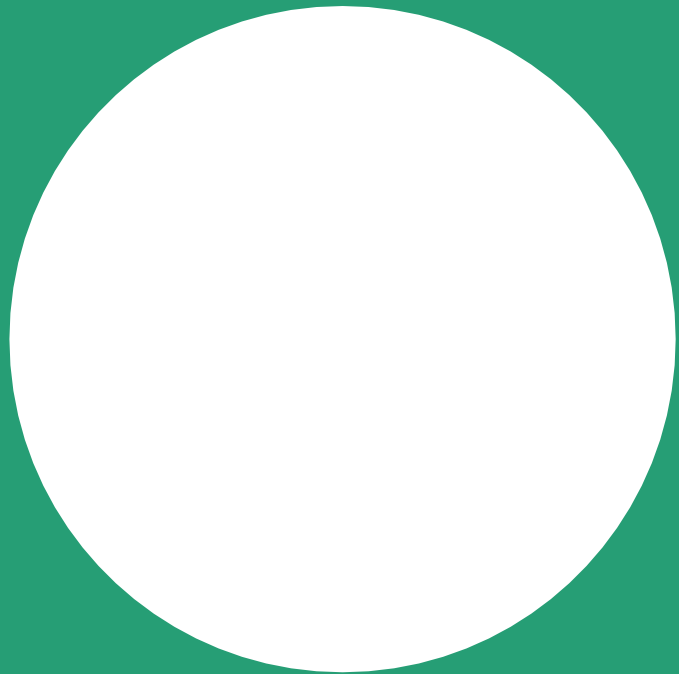
- To disseminate scientific information to HCPs to ensure products differentiation, to improve management of chronic cardiology conditions

Medical Objectives	Medical Tactics	Outcomes
Keep and increase the knowledge about disease and best options for treatment	Continuing medical education (CME) in partnership with Russian Cardiology Society (~250 Schools for HCP)	Better patient's treatment and more appropriate use of Teva products
External Experts (EEs) management	Cascade training for EEs to support CME Support of EE participation in congresses (15 HCPs)	Trained speakers who are ready to engage to company medical events at nat./regional/local level
Dissemination of new data about disease state and products	Publication of Russian trial experience in diastolic dysfunction researching (Review in European journal) HEOR study for candesartan	Improved HCPs knowledge in the problem of Diastolic Dysfunction Support for promo campaign
EEs scientific exchange activities	7 Satellite symposiums and 5 Teva Standalones Creation of medical content: 3 slide-kits and HCP web-site 9 Sales force trainings	Dissemination of data supporting overall product scientific strategy

# Local MSL team achievements in 2016

Standart Regional MSL KPIs	2016	Measurement Frequency
# contacts/ scientific exchange interactions with EEs (F2F, Phone, Digital)	84	Monthly
# Days in the field	67	Monthly
# Internal medical trainings conducted for Sales/Marketing/Market Access etc	17	Annually
# Medical Activities Organized (Meetings with speakers, CME, SEM, Journal Club with Drs. etc.)	1	Annually
# Meetings or CME attended for supporting	16	Quarterly

- 3 FTEs in FY 2016
- Global MSL training in Tel-Aviv in Sep 2016



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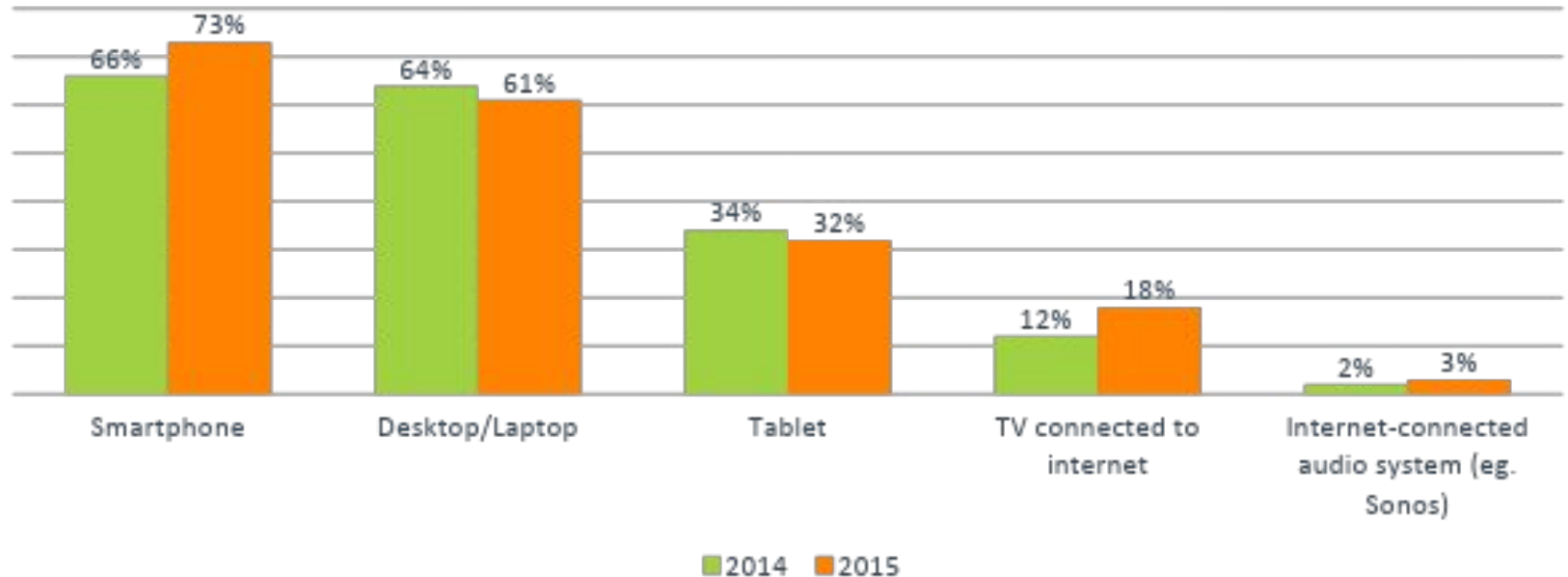
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# Graph slide

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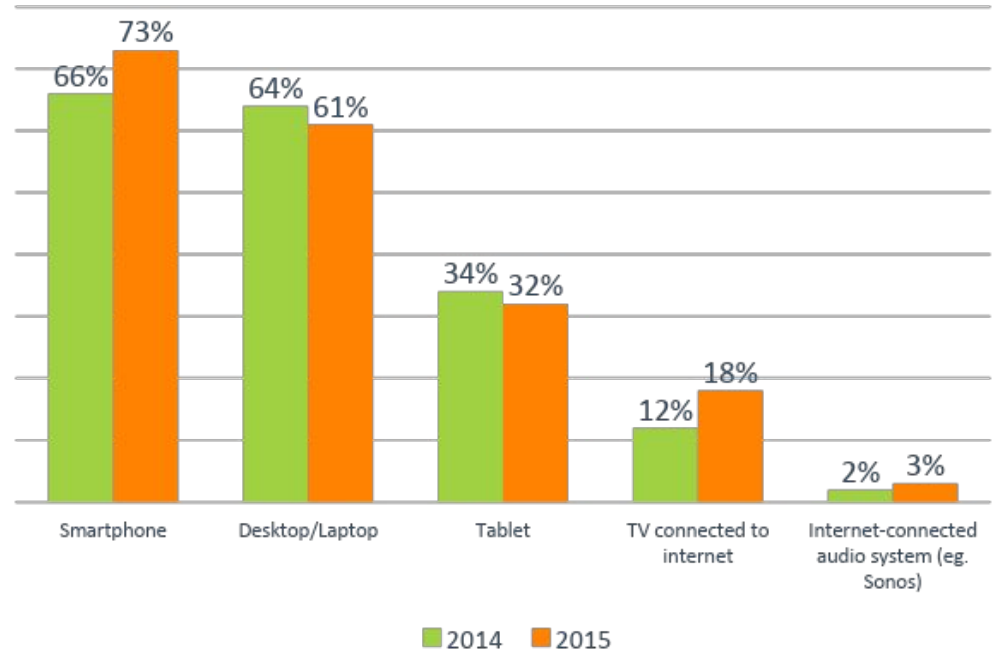




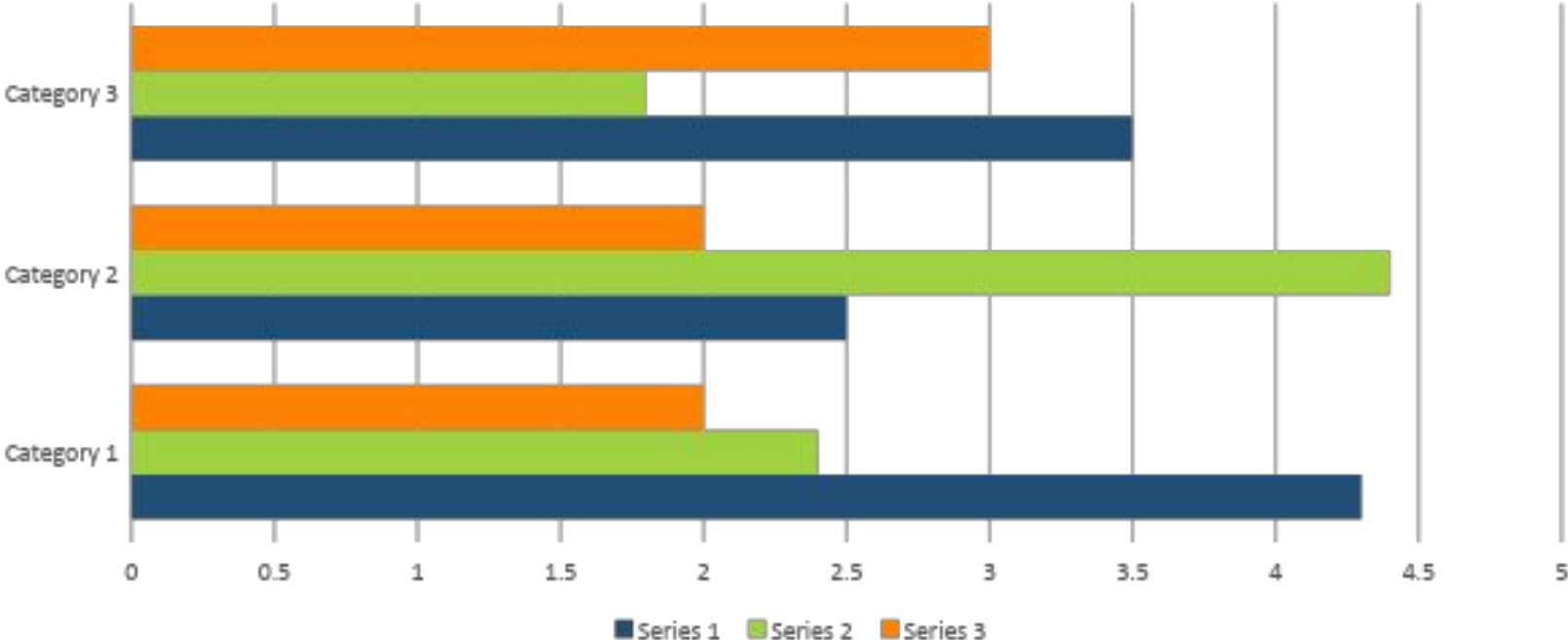
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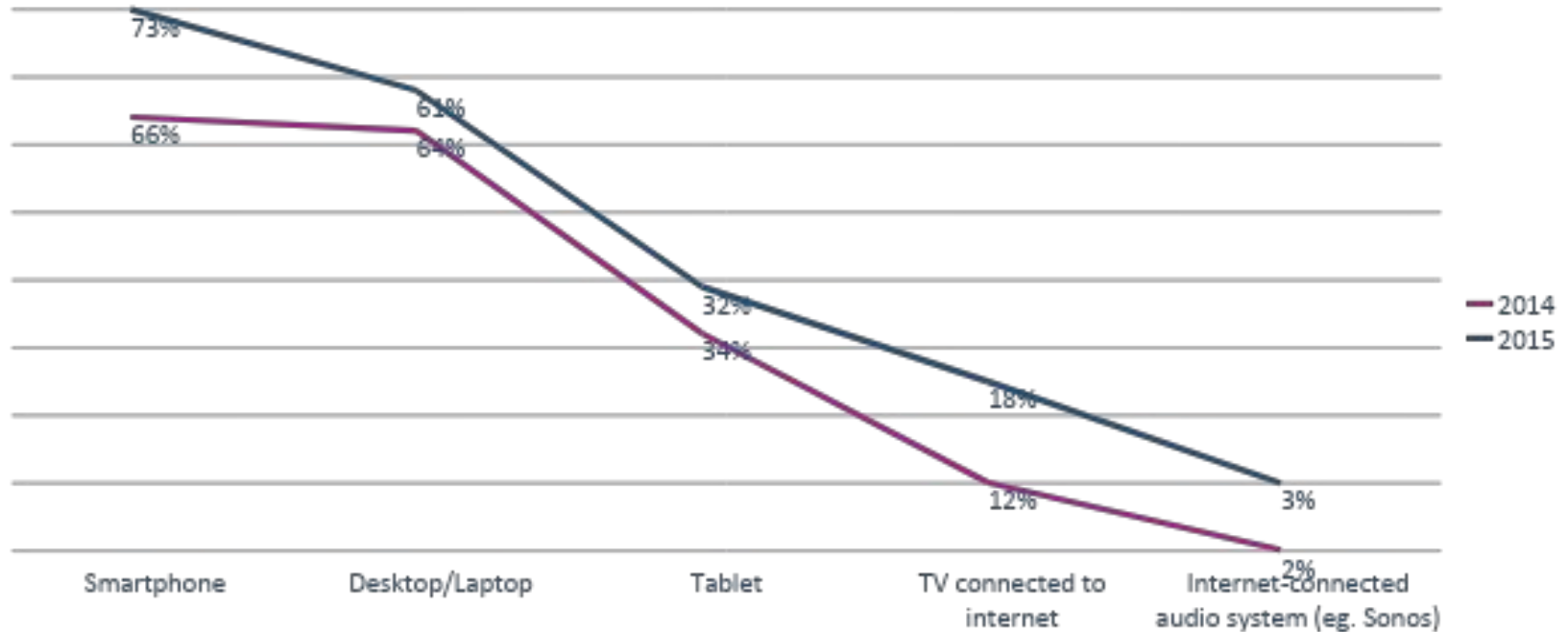
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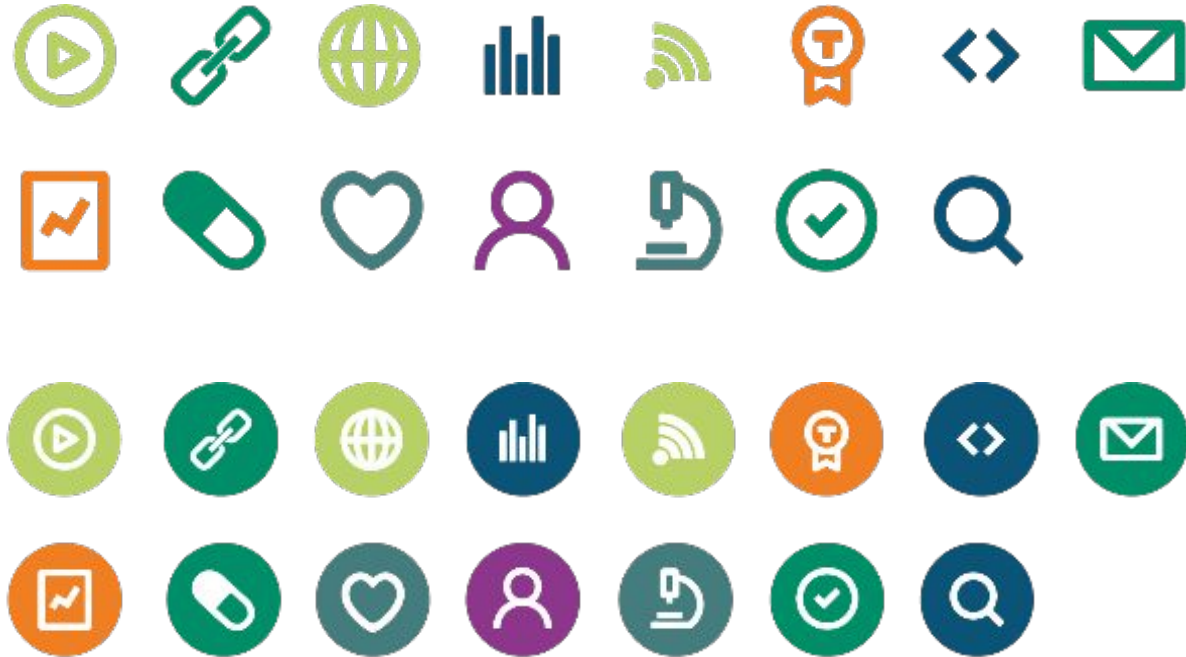


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# Icons

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