

The evolution of the medical affairs profession

Strengthening your medical affairs function to fit modern demands

March 11, 2021

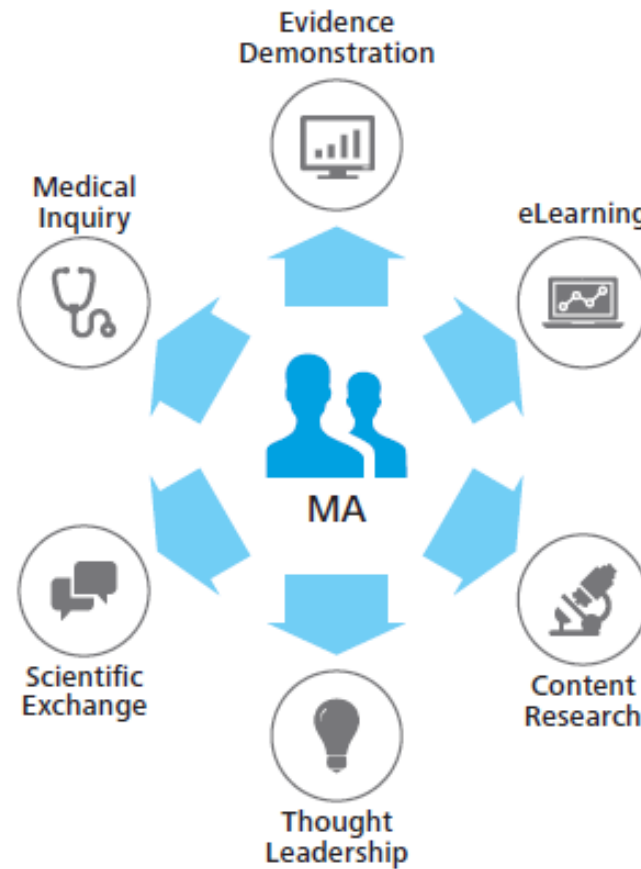


Agenda

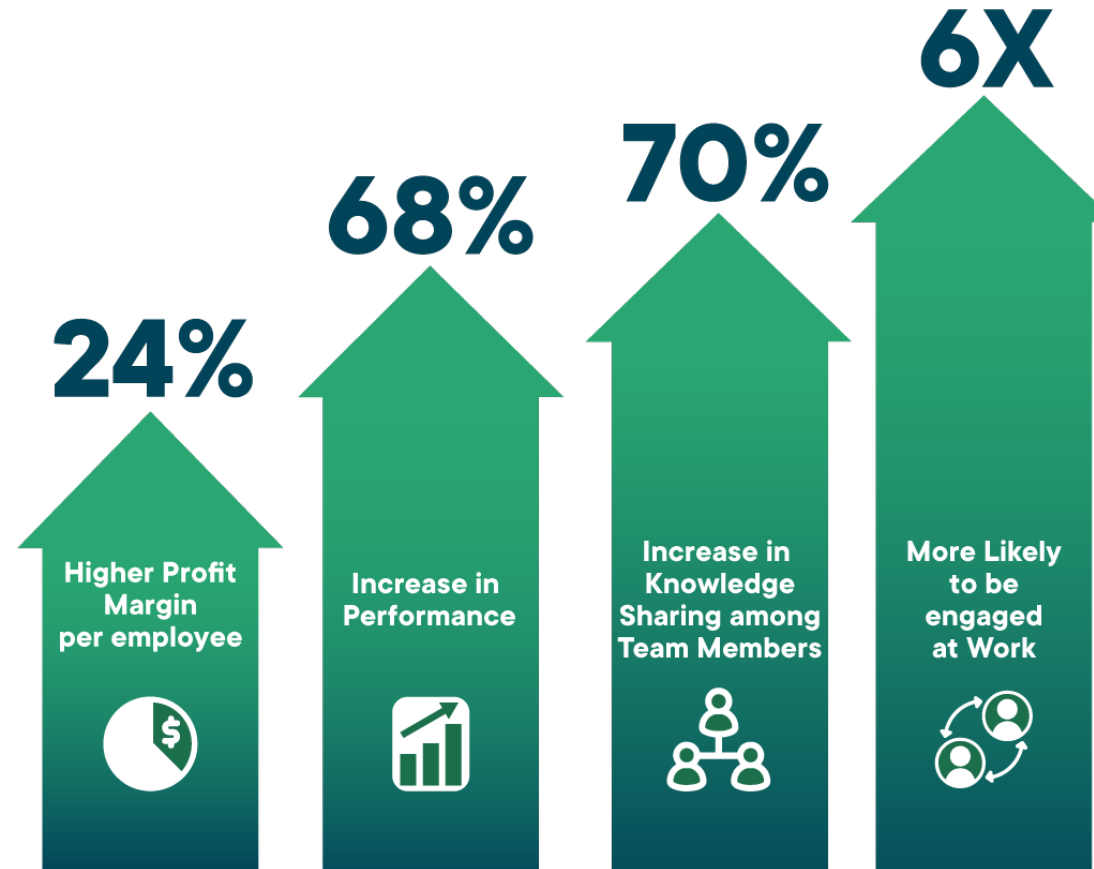
- I. Introduction
- II. Brief overview of medical affairs
- III. Changing landscape of medical affairs
- IV. Accreditation Council for Medical Affairs (ACMA)
- V. Closing remarks



Strategic vision for medical affairs organizations



Benefits of MSL/Med Affairs Certification



References:

American Society for Training and Development (ASTD) (2014)

IBM Smarter Workforce study (2018)

Certiport Study (2012)

Employees Who Use Their Skills Outperform Those Who Don't, Gallup Study (2015)

Board Certified Medical Affairs Specialist Program

Format

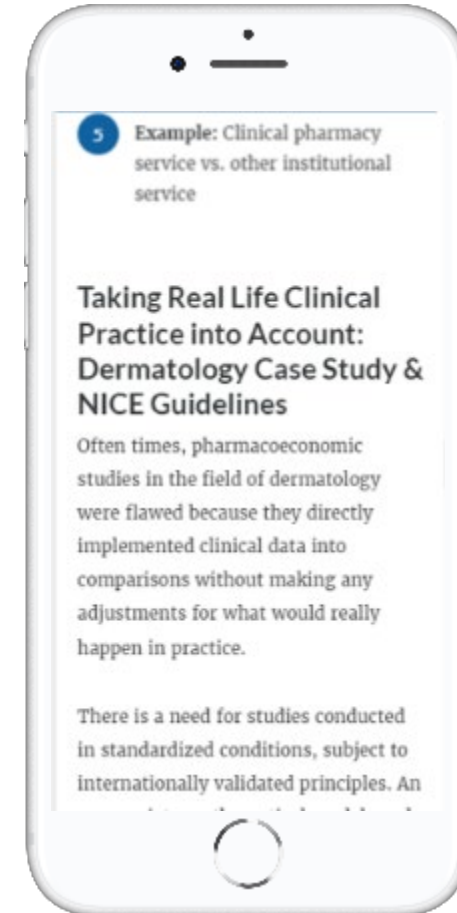
- ✓ Accredited
- ✓ Self-Paced
- ✓ Online
- ✓ Mobile Ready
- ✓ Simple Interface
- ✓ Easy Navigation

Target Audience

- ✓ Medical Directors
- ✓ Medical Science Liaisons
- ✓ HEOR
- ✓ Medical Information Specialists

Curriculum

- ✓ 20 E-Modules
- ✓ Glossary
- ✓ Case Studies
- ✓ Downloadable Resources
- ✓ Knowledge Checks
- ✓ Final Assessment



WHAT INDUSTRY LEADERS ARE SAYING ABOUT BOARD CERTIFICATION IN MEDICAL AFFAIRS

Why Board Certification in Medical Affairs Matters



Emerging as a best practice...
MSL certifications are being used to ensure that MSLs are **field-ready**.



In a complex, competitive landscape,
ensuring MSLs are certified helps prepare them to have the rich, peer-to-peer scientific exchange...



Certification..helps MSLs gain more credibility with commercial colleagues, and enable a better organizational understanding of medical's core responsibilities.



This **move toward organizational credentialing** mirrors the growing prevalence of external credentialing associations to qualify life sciences professionals.

BCMAS provides tremendous value for seasonal industry professionals





Disclosure

The information provided here is of a general nature and is not intended to address the specific circumstances of any individual or entity. In specific circumstances, the services of a professional should be sought.

Baker Tilly US, LLP trading as Baker Tilly is a member of the global network of Baker Tilly International Ltd., the members of which are separate and independent legal entities. © 2021 Baker Tilly US, LLP.