



OPEN HEALTH

Medical Affairs excellence



**unlock** possibilities

# We understand the unique landscape, challenges, and evolving role of Medical Affairs

**Medical Affairs**  
is the strategic  
leader at the  
**center** of clinical  
development and  
commercialization

DIGITAL TRANSFORMATION

STAKEHOLDER EXPANSION DATA AND ANALYTICS

OMNICHANNEL ERA PATIENT CENTRICITY

COMPLIANCE AND ETHICS SUSTAINABILITY

HEALTH EQUITY STRATEGIC LEADERSHIP

VALUE COMMUNICATION REAL-WORLD EVIDENCE

CROSS-FUNCTIONAL COLLABORATION

# Our heritage and breadth of expertise are unmatched in Medical Affairs

## Experience



**196**  
client  
partnerships  
in 2023



Active in  
**23**  
therapy  
areas



Attended  
**50+**  
medical  
conferences  
in the past 12 months

## Leadership



**130+**  
strategic  
projects  
delivered



**40+**  
awards won  
in the past 3 years

## Global in-house expertise

**8**  
offices



**3**  
continents

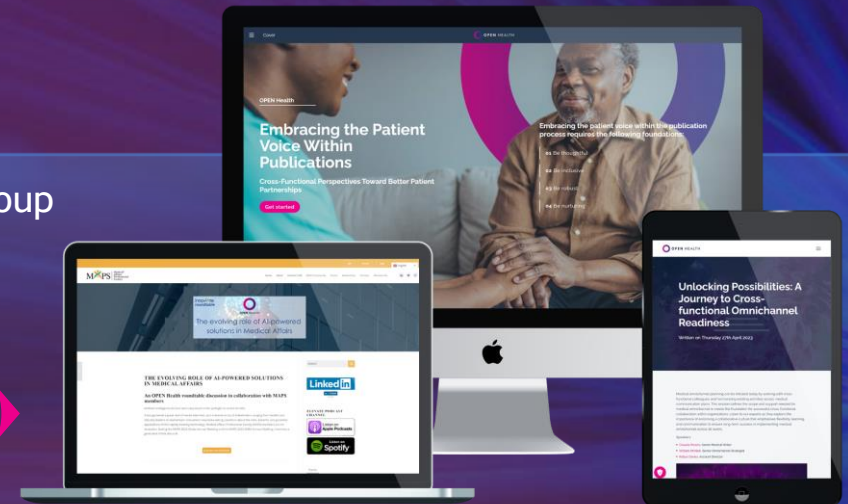
**295**  
advanced  
degrees

**323**  
scientific  
experts

In-house  
design and  
digital team

OPEN Health is a  
thought leader  
in the Medical  
Affairs space

Member of the MAPS Patient Centricity Focus Area Working Group  
Participation at ISMPP and MAPS annual conferences  
since their inceptions



# OPEN Health is a thought leader in the Medical Affairs space



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## Scientific communications and medical education

Transforming the Traditional Scientific Platform to be Fit for the Future  
ISMPP, 2024 (with Kayhan Binazir)

Inspirational And Innovative Standalones - Doing Face-to-face Right  
MAPS EMEA, 2023

PRECISION - Communication in Oncology  
ISMPP, 2021

Optimize Your Field Medical Team For the Omnichannel World  
MAPS Global, 2023

The Evolving Role of RWE to Support Your Medical Strategy  
Podcast in partnership with MAPS, 2023



## Medical Affairs strategy and patient centricity

Industry Trends That Should Drive Your Decision-making for the Future of Medical Affairs  
MAPS Global, 2023

### Whitepapers

Navigating the NOCEBO Effect Through Patient Engagement  
Embracing the Patient Voice Within Publications  
Making HEOR More Accessible to Patients

Effective Paediatric Patient Engagement - No Small Feat!  
MAPS EMEA, 2023

Breaking Down Barriers To "Patient-First" Approaches  
ISMPP, 2023

Medical Affairs: Centre-stage in Scientific Engagement Strategies  
PM Live, 2022

Placing the Patient at the Heart of Medical Affairs  
Podcast in partnership with MAPS, 2022



## Digital strategy and technology innovation

The Evolving Role of AI-Powered Solutions in Medical Affairs  
Round-table discussion in collaboration with MAPS, 2023



Unlocking Possibilities: A Journey to Cross-functional Omnichannel Readiness  
Evidence Life Sciences, 2023

Omnichannel Principles for Training Strategies  
MAPS webinar, 2023

From Theory into Practice: Making Omnichannel Actionable in Medical Affairs  
Evidence Life Sciences, 2022



**46** industry awards in the past 3 years

# Unlock possibilities with our wide-ranging expertise

## Publications

- Abstracts
- Congress support
- Posters
- Data visualization
- Delphi consensus panels
- Gap analyses
- HEOR and RWE publications
- Patient-authored publications
- Manuscripts
- Literature reviews
- Publication analytics
- Plain language summaries
- Publication extenders
- Steering committees
- Strategic publication plans

## Medical Affairs strategy

- Advisory boards
- Evidence gap assessments
- Evidence generation plans
- Lexicons
- Omnichannel strategy
- Scientific communications strategy
- Scientific platforms/narratives
- Strategic planning workshops

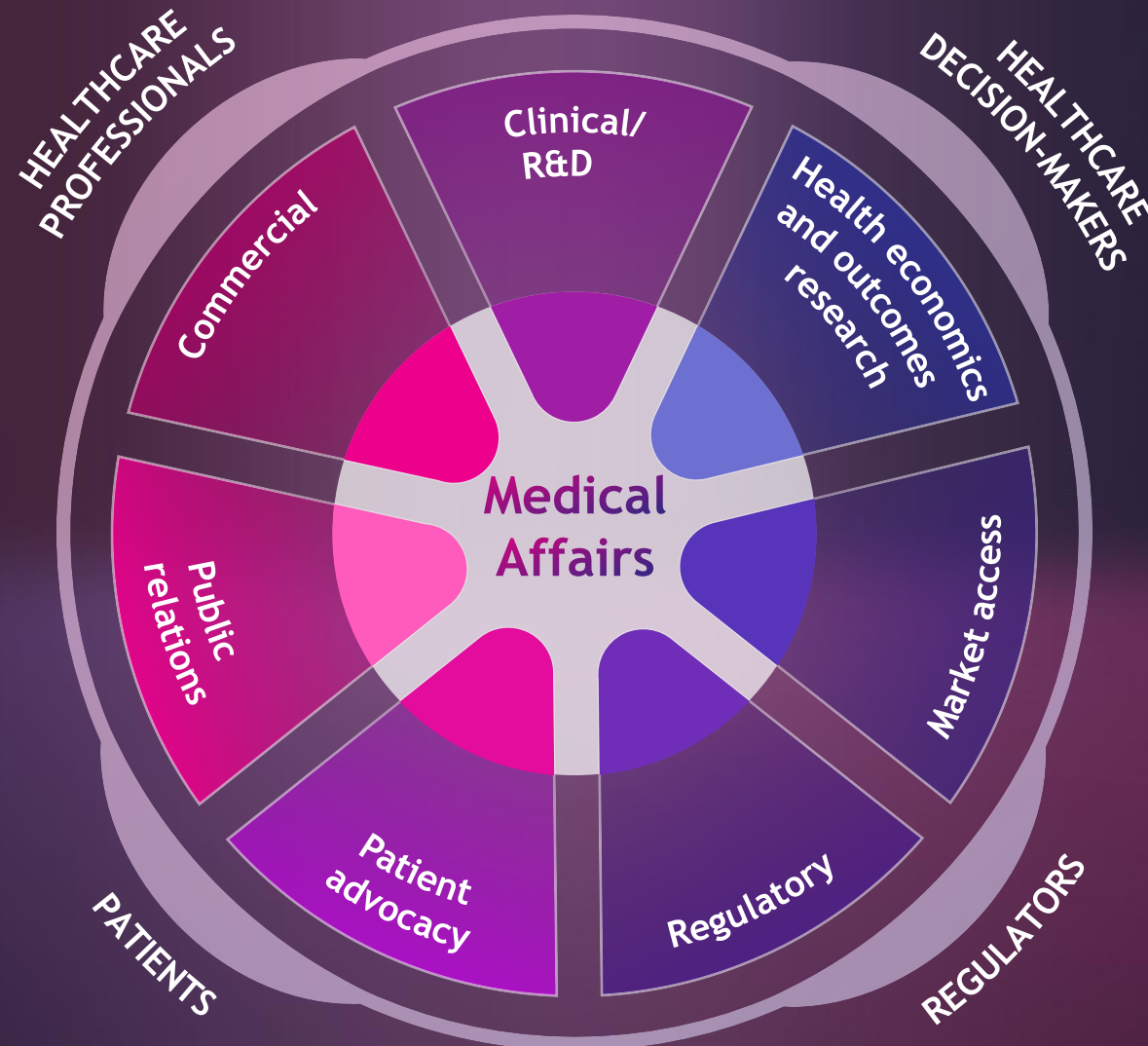
## Medical communications

- Advisory boards
- Congress coverage
- HCP portals
- Data dissemination
- Medical information
- MSL training (L&D)
- KOL engagement
- MSL slide decks and toolkits
- Omnichannel communications and education
- Peer-to-peer programs
- Symposia/standalones
- Preceptorships
- Speaker training (medical)

## Powered by insight to deliver a “patient-first” mindset

- Health psychology
- Patient journey mapping
- Health literacy
- Patient engagement strategy
- Patient advocacy mapping
- Patient and advocacy advisory boards
- Patient preceptorship
- Patient support programs
- Psychological support modules
- Patient disease awareness and education

OPEN Health drives integrated strategic planning to build evidence and scientific communications that meet the needs of their diverse stakeholders



# We collaborate with you to deliver an integrated communication plan, driven by strategy and informed by data

## Observe

Find things out

Integrated insight generation

Data, landscape, and stakeholder assessment

Gap analysis of evidence, education, and standard of care

Opportunities to address communication and evidence gaps

## Plan

Develop a strategy

Define medical objectives and communication imperatives

Identify existing supportive evidence and gaps to build acceptance across all stakeholders

Identify channels and format for engagement

Align tactics with supportive evidence, key milestones, and target audience(s)

## Engage

Take action

Scientific storytelling through compelling evidence-based narratives

Thought leader partnership and validation

Create content optimized for each objective, audience, and channel

Medical Affairs plan rollout

## Nurture

Build and refine

Set review points to evaluate strategy and impact of tactics

Continuous improvement – refine strategy and plan iteratively based on outcomes and insights

*Data and metrics inform the whole process*

Companies who understand HCP needs are rewarded with HCP time and attention

We apply  
creativity and  
innovation to help  
you engage with  
your audience

The most impactful scientific storytelling leverages core data and information in a form and flow that holds the attention of the audience and makes it memorable

Organization and navigation | Layers and filters | Visual adaptations and enhancements



# OPEN Health uses a suite of tailored metrics to measure success



Medical Affairs is on an exciting journey of leadership and innovation to **improve health outcomes**

Together, we create **personalized, evidence-based communications** for healthcare professionals, payers, and patients

We  
**unlock possibilities**  
in Medical Affairs

We leverage our scientific acumen and multidisciplinary expertise to generate **actionable insights** and data that inform **integrated strategic plans**

Our partnership keeps you at the forefront of the evolving Medical Affairs environment, unlocking **unique approaches to maximize clinical, societal, and economic value**

# Unlocking possibilities together in Medical Affairs



The OPEN Health model ensures you have the right people, breadth of skills, and expertise at the right time, with scalable resource to align with growth



**unlock** possibilities

[openhealthgroup.com](http://openhealthgroup.com)



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