MCE

READY-TO-RUN IN-COMPANY



Medical Affairs as a Value Driver

PHARMA & BIOTECH

READY-TO-RUN

What is a **Ready-to-Run** programme?

MCE's Ready-to-Run programmes are standard MCE programmes delivered to one organization at a time. There are no public sessions or individual registrations.



01

Standard content

The programme is delivered as designed: the same seven modules for every group.

02

Your team only

Only participants from your organization are in the room.

03

You choose the logistics

Dates, group and format: on your site, at a venue or online.

How does Ready-to-Run compare with other MCE formats?

	Open programme	Ready-to-Run	Custom programme
WHO ATTENDS	Individuals from different organizations	Your team only	Your team only
CONTENT	Standard	Standard	Designed for you
DATES & LOCATION	Scheduled public sessions	You choose	You choose
A GOOD FIT WHEN	You are developing one or a few people	You have more than three people to train	You need content designed for your organization

More than three people to train?

If you plan to send several people to an open programme, a Ready-to-Run programme for your team is a practical option to compare.

Request a quote >

Medical Affairs as a Value Driver

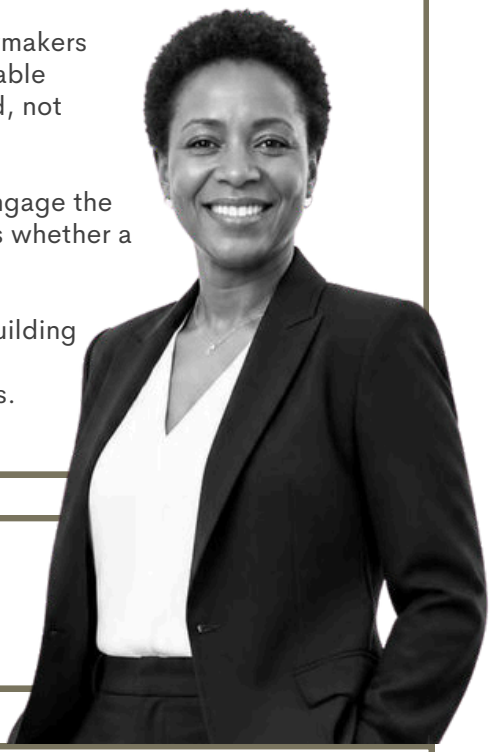
Turn medical affairs into a driver of evidence, trust and healthcare value.

Why This Programme Matters to You

Regulatory approval no longer secures success. Payers, providers and policymakers want evidence of real-world outcomes, long-term effectiveness and measurable healthcare value — and they want engagement that's scientific and balanced, not promotional.

That puts medical affairs at the centre. Your teams generate the evidence, engage the stakeholders, and communicate the scientific value that increasingly decides whether a therapy is trusted and adopted.

This programme strengthens how your medical affairs teams drive value — building real-world evidence strategies, sharpening scientific communication, and engaging stakeholders across modern omnichannel and AI-enabled channels.



Competences

- Real-world evidence
- Scientific communication
- Stakeholder engagement
- KOL partnerships
- Omnichannel medical

Who Is It For

You work in or lead medical affairs — MSLs, medical managers, evidence and scientific engagement roles — and you want to strengthen how the function generates evidence and demonstrates healthcare value.

Professionals & Specialists

Experienced Managers

Learn, Practise and Use

- **Build** real-world evidence strategies across the lifecycle.
- **Communicate** complex science with clarity and credibility.
- **Engage** stakeholders through balanced, scientific dialogue.
- **Build** trusted KOL and healthcare partnerships.
- **Use** omnichannel and AI-enabled medical engagement well.
- **Generate** patient-centred evidence that matters.
- **Demonstrate** healthcare value beyond product efficacy.
- **Align** medical evidence plans with what payers and HTA bodies need.
- **Leave** with an evidence-and-engagement plan.

PRACTICAL INFORMATION

DURATION

3 days

BUSINESS IMPACT

Strengthens the ability of medical affairs teams to build trust, generate meaningful evidence, and demonstrate healthcare value across increasingly complex healthcare ecosystems.

Click here for dates, locations and full programme outline

Programme Modules

1

Why Medical Affairs Now Drives Value

Medical affairs is no longer only a support function. You look at how evidence-driven, value-based markets have made medical affairs a key source of value for the organization, and what this means for your team.

2

Building Real-World Evidence Strategies

Regulators approve a medicine on trial data, but health systems want to see how it works in everyday practice. You work on real-world evidence strategies across the product lifecycle: the studies, data and outcomes that build the value case.

3

Scientific Communication That Builds Trust

Healthcare professionals expect balanced, credible scientific information. You practise explaining complex science clearly and fairly, so that clinicians and other stakeholders trust both the message and the messenger.

4

Engaging KOLs and Stakeholders

Relationships with key opinion leaders and other experts must be scientific, balanced and fully compliant. You work on building long-term partnerships with experts that create value for both sides and for patients.

5

Modern Medical Engagement: Omnichannel and AI

Healthcare professionals now expect medical information through many channels, not only face-to-face meetings. You explore how omnichannel engagement and AI tools can make medical engagement more relevant, while keeping scientific standards high.

6

Evidence That Payers and HTA Bodies Will Use

Medical evidence plans often answer the regulator's questions but not the payer's. You work with the HEOR and market access perspective to build evidence that payers and HTA bodies can use, including under the EU's joint clinical assessments.

7

Your Medical Value Plan

You apply what you have learned to a real product or therapy area. You leave with a clear plan for the evidence you will generate, the stakeholders you will engage, and how you will show the value medical affairs creates.



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

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