

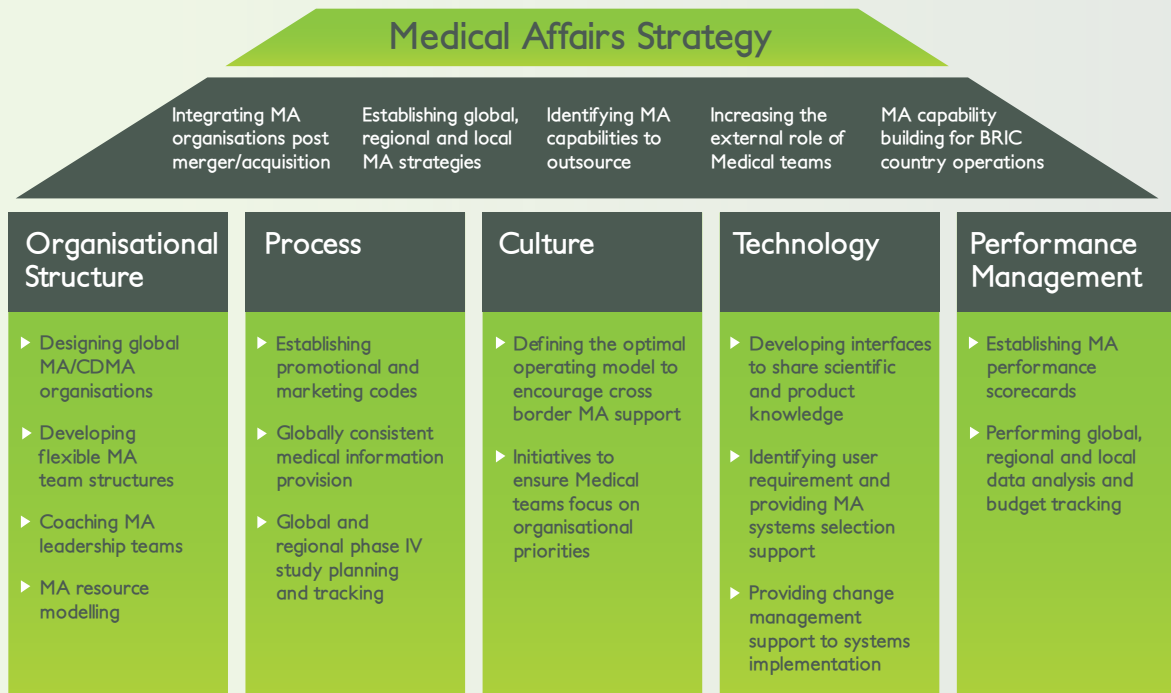
Medical Affairs Services



Demand for relevant science-based information from payers, physicians and patients means that Medical Affairs (MA) teams are essential for commercial success. Internal budgetary pressure, however, can mean that resources are insufficient to meet demand.

Today's MA leaders need to build expertise globally whilst enabling flexibility to address local opportunities and challenges. Furthermore, judicious outsourcing of transactional MA activities, coupled with investment in core capability development, will enable sustainable MA excellence.

Kinapse addresses a broad range of MA challenges in partnership with our clients



Benefits to our clients include:

- ▶ A team of experts with a passion for MA and enthusiasm for working with clients from across the globe to address MA issues
- ▶ Extensive experience in MA capability building in developed and emerging markets
- ▶ Innovative approach to provision of outsourced MA services
- ▶ Long-standing relationships with global MA clients, built on our track record of delivery

Medical Affairs Services

Our team has extensive experience in Medical Affairs. We can deliver thorough Medical Affairs capability assessments and support organisations to build a best-in-class capability and deliver strategic value.

We also have a highly skilled team of analysts and medical writers who provide an array of specialist outsourcing services, allowing client teams to concentrate on core strategic tasks.

Kinapse provides life sciences Consulting and Outsourcing

The Kinapse advantage

- Experienced and expert team
- Proven onshore-offshore delivery model
- Deep industry knowledge and technical acumen
- Collaborative working style

Kinapse services in Medical Affairs include:

Consulting

- ▶ Design and implementation of global and regional Medical Affairs groups
- ▶ Resource modelling for Medical Affairs
- ▶ Medical governance organisation and process design
- ▶ Capability building in emerging markets
- ▶ Medical and scientific knowledge management
- ▶ Global medical information strategy and implementation

Outsourcing

- ▶ Transactional Medical Affairs activity outsourcing
- ▶ Training materials development and maintenance for medical teams
- ▶ Product and disease area presentation maintenance
- ▶ Product Q&A maintenance
- ▶ Editing and reference checking of slide set repositories
- ▶ Disclosure of trial results

Contact Information

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Suzanne Budsworth

Suzanne has 15 years of pharmaceutical industry experience and has consulted extensively in Medical Affairs organisations with a particular interest in optimising Medical Affairs activities in non-traditional countries.

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Matthew has 10 years of experience in the life sciences industry, and has managed a variety of consulting engagements at Kinapse.

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Collaborating with our clients to innovate for exceptional results

www.kinapse.com

