

Medical Affairs is a functional area that focuses on the communications between the company and medical professionals, healthcare providers, and patients. Medical affairs' primary role is to communicate scientific and clinical information to the medical community, which is carried out via different sub-functions within the area. Sub Functions include, but are not limited to:

- Medical Strategy
- Medical Information
- Scientific communications
- Field medical (MSLs)

Here is a sample of the interplay between these subfunctions:

- Field medical (MSLs) actively engage and communicate to medical professionals in clinical practice settings. These engagements focus on gathering information on the current practice landscape—the challenges and the patient needs in that space. These are called insights.
- Insights are recorded and brought back to the medical strategy team. Then, the team selects insights to create actionable strategies to integrate into a larger medical strategic plan. For example, if medical professionals call for more education in this space, the team may create an educational initiative for the following year.
- Scientific communications and medical information are responsible for executing and giving feedback to the overall strategic plan. With MSLs, they communicate back to medical professionals and provide resources, content/ data, and presentations to engage.

Channels of communication with medical professionals are rapidly changing; the digital channel has become an upcoming major channel of engagement and personalized content. The industry is constantly looking for better ways to collect and mine these insights. Innovations in AI and custom database mining platforms are allowing for more actionable insights and more personalized content for medical professionals. The skills and capabilities of medical affairs are constantly growing.

See the following skill sets and associated MAPS resources that will aid in making you a more informed medical affairs fellow.

Name of resources	Specific Benefits/Description	Additional Notes	Covered?
Introduction to Medical Affairs Course	A resource for current/prospective medical affairs professionals to get an overview on what medical affairs entails	https://medicalaffairs.org/introduction-to-medicalaffairs/	MAPS membership required
Roles, Skills, & Career Opportunities	Describes various job opportunities for	https://medicalaffairs.org/roles-skills-career-s-medical-affairs-primer/	MAPS membership required

in Medical Affairs	medical affairs professionals		
Medical Insights Blog	This blog gives resources on how to gather and convey medical/scientific insights. It was very beneficial for myself as a medical affairs fellow starting off in this field.	https://gokernel.com/	Free (not part of MAPS)
MAPS Career Website	Helpful career resource for current fellows exploring options following their program	https://medicalaffairs.careerwebsite.com/	Yes
The Future of Medical Affairs 2023	Great to understand the important trends and landscape. This can assist you in identifying the gaps in your organization and what are some points of discussion to bring up in strategic meetings.	THE FUTURE OF MEDICAL AFFAIRS 2030 – Medical Affairs Professional Society	
Building Medical Insights Capabilities	Great for understanding the insight generation process. What is an insight, how is it generated, how is it stored, and where does it go after it is collected.	Building Medical Insights Capabilities in Medical Affairs Organizations – Medical Affairs Professional Society	

<p>A New Paradigm in KOL Engagement Planning</p>	<p>Webinar discussing how to better engage your KOLs with personalized content and maximizing potential opportunities. Allows you to be a better MSL with strategic planning in mind.</p>	<p>WEBINAR: A New Paradigm in KOL Engagement Planning – Medical Affairs Professional Society</p>	
<p>How Medical Affairs Teams are Incorporating RWE into Medical Strategy</p>	<p>Understanding the importance of RWE and how it can be used to plan proactively instead of reactively.</p>	<p>How Medical Affairs Teams are Incorporating RWE into Medical Strategy and Product/Clinical Development. – Medical Affairs Professional Society</p>	
<p>Global: The Evolution of Medical Affairs</p>	<p>Series for each country (ie. Latin America, Japan). Great resource to understand global markets if your fellowship has this experience.</p>	<p>In Content Hub</p>	
<p>Identifying Skills for Impactful Remote Insights Generation and Capture</p>	<p>How to improve your skill set in these areas to make you a better fellow.</p>	<p>Identifying Skills for Impactful Remote Insights Generation and Capture – Medical Affairs Professional Society</p>	