

"The power of Effective Scientific Communication"

16-Apr-2025

Cairo, EG

The banner features a central logo for the International Medical Affairs Club (MA) with the tagline 'Bringing Science to Life'. To the left, a portrait of Dr. Mahmoud Bahgat is labeled 'Club Founder Dr. Mahmoud Bahgat', and below it, a portrait of Dr. Shereef Ibrahim is labeled 'Co-Founder & Host: Dr. Shereef Ibrahim'. To the right, a portrait of Dr. Mostafa Elaassar is labeled 'Dr. Mostafa Elaassar Head of Medical Affairs, Astellas Pharma Egypt'. The event title 'Medical Affairs Club The Power of Effective Scientific Communication' is prominently displayed in the center. Below the title, it specifies 'Online zoom 7 pm Egy - 8 pm KSA - 9 pm UAE'. At the bottom, there are icons for YouTube and a video call, and a date bar indicating 'Wednesday 16th Apr 2025'.

Club Founder
Dr. Mahmoud Bahgat

International
MA
Medical Affairs Club
Bringing Science to Life

Medical Affairs Club
The Power of Effective Scientific Communication

Online zoom
7 pm Egy - 8 pm KSA - 9 pm UAE

Co-Founder & Host:
Dr. Shereef Ibrahim

Dr. Mostafa Elaassar
Head of Medical Affairs,
Astellas Pharma Egypt

Wednesday 16th Apr 2025

Generated using AI

Contributing to this webinar as an experienced Medical Affairs professional.

Participating pro bono, without compensation.

Sharing personal views and values, not those of my affiliated company.

Providing expertise, with opinions expressed solely my own.

DISCLAIMER*



Who am I?

Experienced Medical Affairs professional across the Gulf, Saudi Arabia, and ELI regions.

Graduated from the Faculty of Medicine, Ain Shams University in 2009 with a Bachelor's degree (MBBCh). Practiced medicine as an intern for nearly 3 years.

In May 2013, I joined Novartis S.A.E.'s Medical Affairs team as a Medical Science Liaison, responsible for the Cardio-Metabolic therapeutic area across Egypt. This marked the beginning of my journey in the pharmaceutical industry.

“Impacting just one healthcare professional can improve the lives of hundreds of patients.”





The Foundation of Medical Affairs: Scientific Communication Plans

This presentation highlights the critical role of scientific communication plans (SCPs) in medical affairs. We'll explore how SCPs integrate with omnichannel strategies. We'll also discuss how SCPs support medical science liaisons (MSLs) and adapt to market dynamics.

ME

by **Mostafa Elaassar**

The Core of Medical Affairs

A scientific communication plan (SCP) serves as the backbone of medical affairs. It provides a structured framework for disseminating scientific information. This helps to ensure consistent messaging.



An Omnichannel Approach



Digital



Personal



Print

SCPs are now integral to an omnichannel approach. They build on other strategies. This includes digital, personal, and print communications. A strong SCP ensures that all channels deliver unified, impactful scientific content.

Building on Clinical Data



The foundation of a good SCP rests on deep acumen. The plans also require a strong understanding of clinical data. These plans should incorporate new readouts and evolving clinical insights.



Empowering Medical Science Liaisons



Plan



Communicate



Execute

Medical science liaisons (MSLs) benefit greatly from a well-defined SCP. A clear SCP enables MSLs to work more efficiently and effectively. They can confidently communicate scientific findings and address knowledge gaps.

Leadership's Role in Reinforcement

Identifying Gaps

Senior medical affairs roles are essential for identifying gaps in the SCP.

Customization

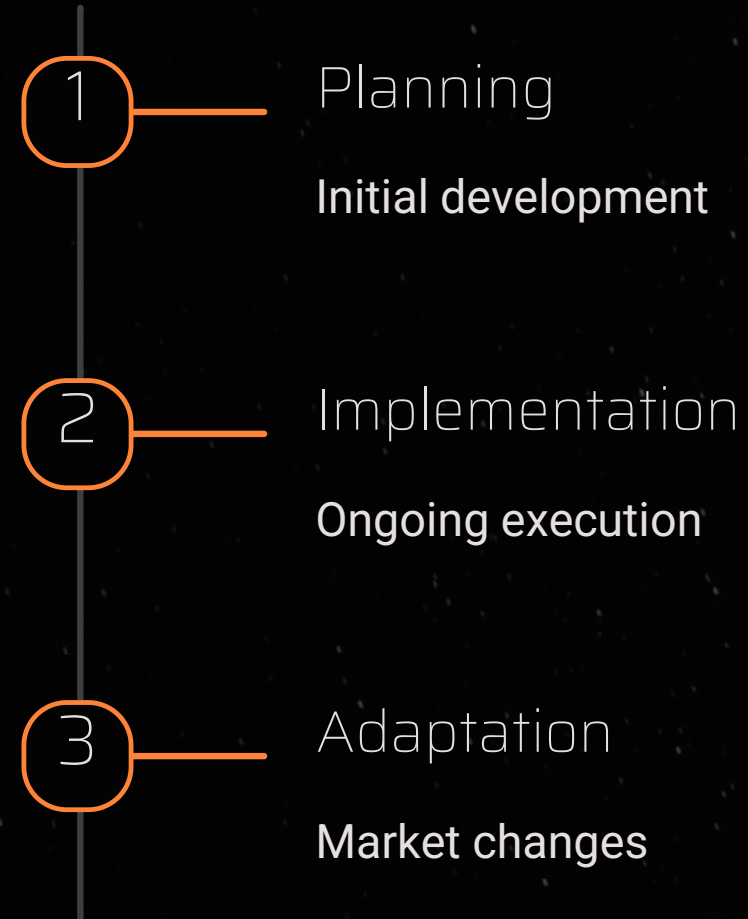
SCPs require customization based on market dynamics.

Continuous Progress

Senior leaders reinforce SCPs and ensure continuous work in progress.



A Living Document



An SCP is not a static document; it's a continuous work in progress. It demands customization. It must adapt to market dynamics and evolving understanding.





Real-World Impact: A Case Study

1 Challenge

Addressing a critical data gap

2 Solution

Developing a targeted SCP

3 Outcome

Improved patient outcomes

My first SCP development example involved addressing a critical data gap in a specific therapeutic area. The targeted SCP improved patient outcomes and demonstrated the value of strategic scientific communication.