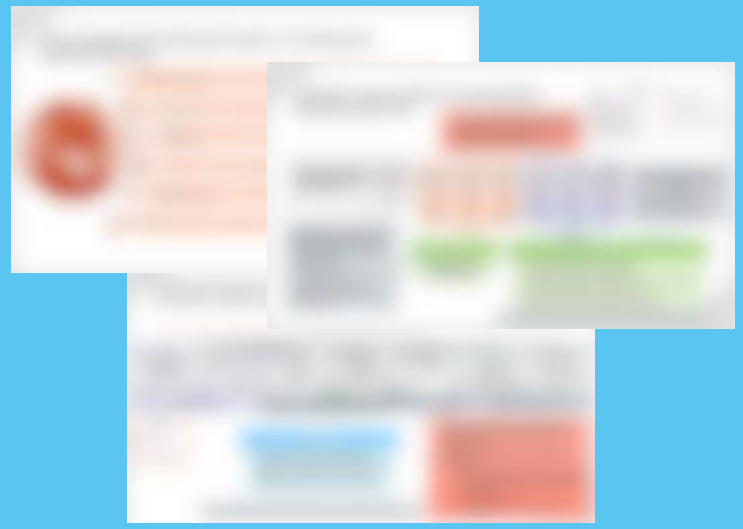
DESIGN OF GLOBAL MEDICAL AFFAIRS OPERATING MODEL

THE CLIENT'S CHALLENGE

Globalization of Medical Affairs in line with broader organizational strategy. Reorganization and a need to harmonize and centralize processes, systems, governance as well as operations and capability functions.

Synetic were engaged to assess the existing operating model and to facilitate design of the future operating model for GMA, drawing on industry experience and insight.



OUR SOLUTION

- Defined operating principles and parameters including resources & budgets
- Designed future operating model, facilitating refinement with key stakeholders in MA and partner functions
- Conducted deep dive on key areas including sub-functions where significant efficiency gains could be made e.g. content creation and operations
- Created resource models to ensure right sizing of key sub-functions
- Prepared communication materials and charters for new and revised groups and facilitated Global Medical Affairs Leadership Team (GMALT) endorsement.

OUR IMPACT

Future-fit operating model which will enable flexibility and scalability in line with emerging needs of the portfolio

Clarity and buy-in for a smooth transition ensuring that ongoing drug programs and projects were not compromised