



LAUNCHING THE TRANSFORMATION PROGRAM FOR GLOBAL MEDICAL AFFAIRS – ONCOLOGY

THE CLIENT’S CHALLENGE

Newly appointed Head of GMA Oncology with four priority projects and a need for disciplined, value-focused program setup.

Client sought an external partner to manage the program, surface gaps/interdependencies and quickly align workstreams.



OUR SOLUTION

- Ran a cross-functional diagnostic to map needs and pain points
- Reviewed priority projects and delivered: MA planning training, an Integrated Evidence Generation framework, and a continuous insight-generation framework.
- Facilitated objective-setting workshops; clarified roles and responsibilities (RACI) and established governance/visibility across processes.

OUR IMPACT

Clear program structure, governance and alignment across projects. Common terminology and ways of working

Better objective setting and notable improvement in cross-functional consistency and proactivity..