

Postgraduate Certificate Medical Affairs





Postgraduate Certificate Medical Affairs

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Global University
- » Accreditation: 12 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/medicine/postgraduate-certificate/medical-affairs

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Study Methodology

p. 20

06

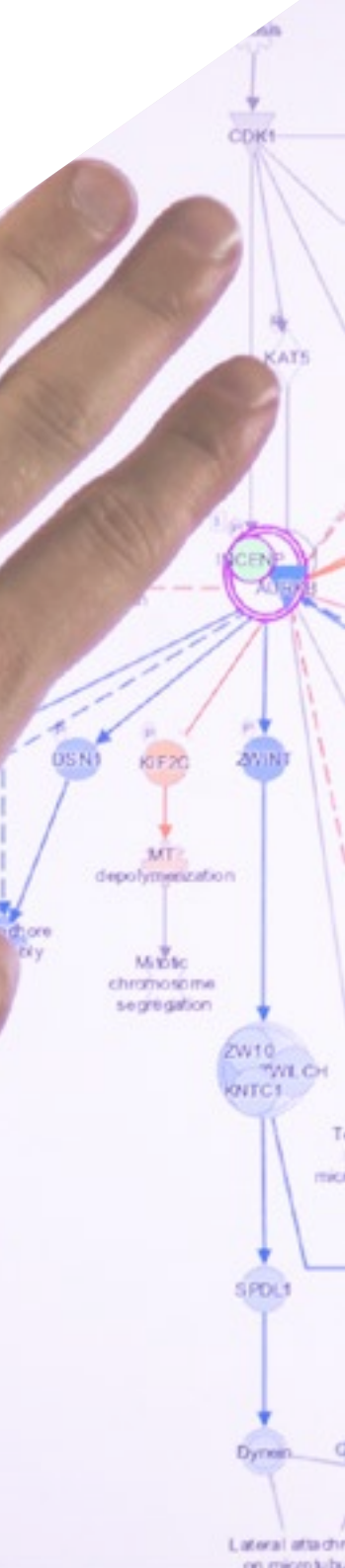
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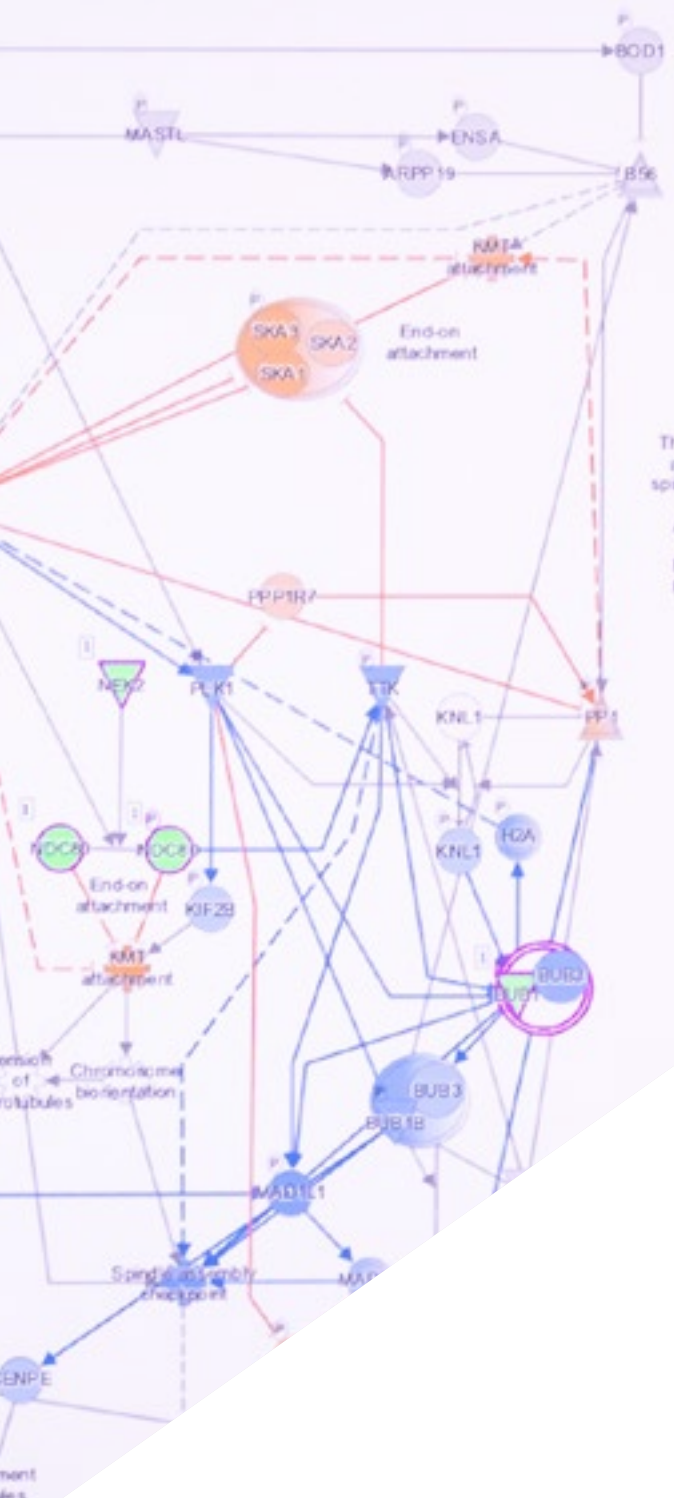
p. 30

01 Introduction

In recent years, the pharmaceutical industry has placed great value on the Medical Affairs department, which is responsible for informing and educating healthcare professionals and patients about pharmaceutical products. This is why companies in the sector are increasingly calling for physicians with advanced and up-to-date knowledge of clinical and scientific information to facilitate correct decision making. An ideal and job-rich scenario, which nevertheless requires experts who are up to date with the advances that have taken place on the operation of companies in the sector, the 4.0 transformation or advances in clinical trials. All this will be possible thanks to this 100% degree created by TECH, which offers innovative and quality content, developed by a teaching team made up of specialists who have first-hand knowledge of the industry.

...and CENP-F... Ndc80... associated proteins that comprise the chromosomal... (CPC) are primarily localized to the inner centromere... sister kinetochores, whereas many of its key functional... localized to the outer kinetochore interface with microtubule...
...branch involves CENP-C, which binds to CENP-A and also... with the Mis12 complex. The Mis12 complex then interacts with... and the Ndc80 complex, a key microtubule-binding protein at kinetochores. The Ndc80 complex is the core player in forming kinetochore-microtubule interactions, but requires additional interactions with the Ska complex.





This diagram portrays events prior to stable kinetochore attachment to microtubules, biorientation, relief of the spindle assembly checkpoint, and anaphase progression.

After chromosome biorientation, PP1, PP2A directly dephosphorylate CDK1 and AURKB substrates. Moreover PP2A is a negative regulator of PLK1 and PP1 counteracts Mps1 signaling at the kinetochore. As a result of dephosphorylation, PP1 and PP2A stabilize KMT attachment for anaphase.

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A 100% online Postgraduate Certificate that will bring you up to date in just 12 weeks on Medical Affairs and its transcendence in the pharmaceutical sector"

In today's world of information overload, knowing how to inform and educate is essential. This is why the pharmaceutical industry places special emphasis on the ability to analyze and measure the impact of the decisions made by the professionals who make up its medical affairs departments. This profile is also in charge of looking after the patient and knowing whether the company's treatments are working or not.

Therefore, at a time when the sector has self-imposed digital transformation as the axis of progression, innovation and sustainability, it is necessary to have medical professionals with in-depth knowledge of the current functions of Medical Affairs, as well as the roles of the Medical Scientific Liaison or the Medical Advisor. Given this reality, TECH has designed this Postgraduate Certificate, which offers the specialist the most recent and innovative content in this field. For this purpose, it has assembled an excellent team of pharmaceutical professionals and researchers in the industry, whose experience in the sector, either in management positions or as project managers, is reflected in the agenda of this program. As a result, this program offers the latest news on the medical and product plan, the weight of communication and evidence-based study designs and Compliance.

A university program that offers medical professionals a global and future vision of the transformation of the role of *Medical Affairs* in the pharmaceutical industry, the changes that are taking place in research with drugs for human use, clinical trials and their evolution. A theoretical as well as practical approach, where the specialist will also be able to delve into the most recent methodologies used in these clinical studies, ranging from design, planning, trial stages, data management and monitoring.

In order to achieve this updating of knowledge in a dynamic and attractive way, this academic institution has developed multimedia didactic resources that students can access 24 hours a day, from any electronic device with an Internet connection.

This is a fantastic opportunity for professionals to pursue a flexible university degree that is compatible with their work and/or personal responsibilities. Moreover, due to the Relearning used by TECH in all its programs, you will be able to advance through the syllabus in an agile way, reducing the long hours of study. The medical specialist is faced with a flexible university degree that can be taken comfortably at any time of the day, without attendance or fixed class schedules. An ideal academic option for those seeking to combine their professional responsibilities with a top-quality Postgraduate Certificate.

This **Postgraduate Certificate in Medical Affairs** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ◆ The development of case studies presented by experts in medicine and the pharmaceutical industry
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



You are looking at an intensive university program that will take you further into the tools used in the RWE”

“

TECH provides you with an academic option without classroom attendance and without the pressure of having to attend classes with fixed schedules”

Access 24 hours a day to the most up to date academic agenda on Medical Affairs.

Learn about the latest developments in clinical trials and the need for regulation in this Postgraduate Certificate.

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

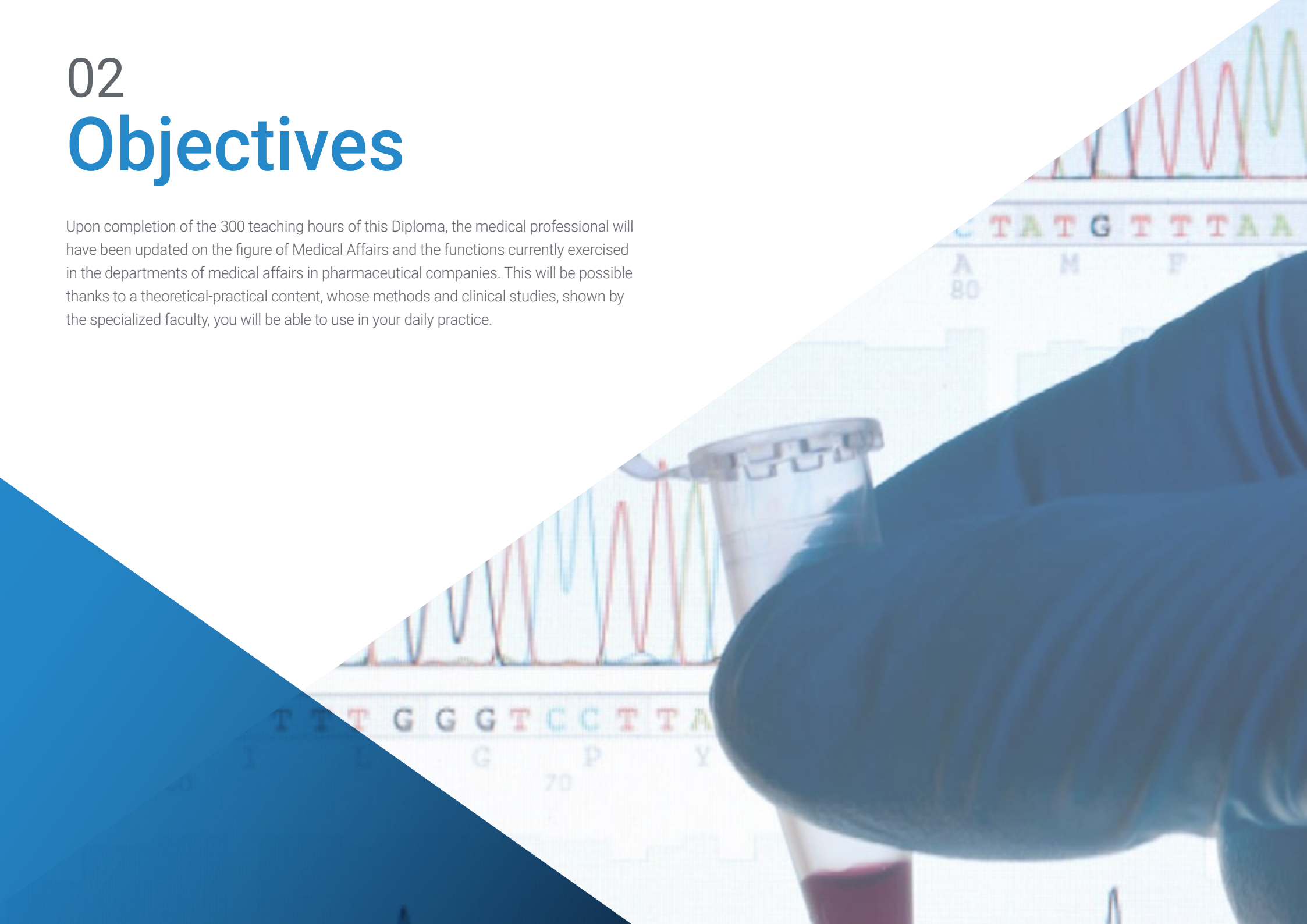
Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive education programmed to prepare in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



02 Objectives

Upon completion of the 300 teaching hours of this Diploma, the medical professional will have been updated on the figure of Medical Affairs and the functions currently exercised in the departments of medical affairs in pharmaceutical companies. This will be possible thanks to a theoretical-practical content, whose methods and clinical studies, shown by the specialized faculty, you will be able to use in your daily practice.



“

They will be able to integrate the different methodologies exposed in the clinical cases provided in this online program”



General Objectives

- ◆ Recognize the importance of Compliance in the medical affairs department
- ◆ Define the comprehensive communication plan
- ◆ Research the future expectations of the medical affairs department as a co-creator in research, relationships with institutions, physicians and patients
- ◆ Recognize the various commitments of the pharmaceutical industry to patients and to the sustainability of the system without undermining quality
- ◆ Know the future of clinical trial research, the new approach to clinical trials
- ◆ Recognize the different roles within the Medical Affairs department



This program will enhance your communication skills through the development of a comprehensive communication plan"





Specific Objectives

- ◆ Describe the characteristics of the structure and functions of a Medical Affairs department
- ◆ Research models of the relationship between the medical affairs department and the rest of the departments of the pharmaceutical industry
- ◆ Simulate a medical plan and a product plan
- ◆ Design RWE studies
- ◆ Understand the new role of the pharmaceutical industry since the emergence and development of Medical Affairs departments
- ◆ Simulate scientific communication and professional development, with the design of the career plan
- ◆ Describe clinical trials, their types, phases and the objective of each phase
- ◆ Define human drug research, its types and ethical foundations

03

Course Management

Professionals who pursue this university program can count on a management and faculty made up of a team of top-level professionals in the pharmaceutical industry. Their experience in this sector, as well as their knowledge in Medical Affairs, is evident in this teaching. Furthermore, throughout the 12 weeks of this program, the specialist will be able to resolve any doubts that may arise regarding the syllabus with this teaching staff.



“

You have a teaching team made up of professionals from the pharmaceutical industry who know how it works”

Management



Dr. Cuchí Alfaro, Miguel Ignacio

- ◆ Medical Director of Hospital Universitario Puerta de Hierro Majadahonda in Spain
- ◆ Medical Coordinator of Hospital Audits in the Madrid Service
- ◆ Deputy Manager of the Ramón y Cajal University Hospital of Madrid
- ◆ Deputy Medical Director of the Ramón y Cajal University Hospital of Madrid
- ◆ Degree in Medicine

Professors

Ms. Susanna, Gabriela

- ◆ Medical Advisor. Novartis
- ◆ MBA Pharma & Biotech, Esame Pharmaceutical Business School, Madrid
- ◆ Master's Degree in Virology Universidad Complutense, Madrid
- ◆ Degree in Veterinary Medicine from the Complutense University Madrid

Ms. Ferreira de Campos, Karine

- ◆ Medical Affairs at Merks
- ◆ Master's Degree in Clinical Research and Pharmaceutical Medicine from Universidad Europea
- ◆ Degree in Pharmacy from the Federal University of Minas Gerais

Mr. Ayuso Sacido, Ángel

- ◆ Director of the UFV-FV Brain Tumor Laboratory,
- ◆ Production Specialist at Merck
- ◆ Degree in Biological Sciences in the Autonomous University of Madrid



04

Structure and Content

The multimedia pills, videos and clinical cases, as well as the complementary readings integrate the didactic resources of this Diploma, to which the professional will have access at any time of the day. Pedagogical tools that will make it much easier to update your knowledge of medical affairs departments and their important role in the pharmaceutical industry. Likewise, the *Relearning* system will favor the reduction of memorization and study hours so frequent in other teaching methods.



“

You will be able to obtain a theoretical-practical vision of Medical Affairs and the future expectations of this professional profile”

Module 1. Medical Affairs department

- 1.1. What is the medical affairs department?
 - 1.1.1. History of the Medical Affairs department and its evolution in pharmaceutical companies
 - 1.1.2. Objective and functions of the department
 - 1.1.3. General department structure in different companies
- 1.2. Medical affairs department in pharmaceutical companies and Biotechs
 - 1.2.1. Relationship of medical affairs with commercial departments
 - 1.2.2. Relationship of medical issues with the Market Access Department
 - 1.2.3. Relationship of medical issues with the Regulatory Department
 - 1.2.4. Relationship of medical issues with the Research and Clinical Trials Department
 - 1.2.5. The relationship of medical issues in terms of product life cycle
- 1.3. Product Life Cycle medical
 - 1.3.1. Medical affairs according to product life cycle
 - 1.3.2. Launching strategies
- 1.4. Medical and product plan
 - 1.4.1. Definition of medical plan and product plan
 - 1.4.2. Product plan structure: strategic and action plan
 - 1.4.3. Medical Affairs and Medical Societies: support for healthcare professionals through societies
- 1.5. Roles in the Medical Affairs Department: the Medical Advisor
 - 1.5.1. Medical Advisor functions: design of medical product strategy
 - 1.5.2. Management of medical projects and Phase IV studies
 - 1.5.3. Medical project finance
- 1.6. Roles in the medical affairs department: the MSL
 - 1.6.1. MSL functions: medical communication and interlocutors
 - 1.6.2. Implementation of medical projects and territorial management
 - 1.6.3. MSL Skills
 - 1.6.4. Time management and prioritization
- 1.7. Medical communication and Insights gathering
 - 1.7.1. High-impact F2F communication
 - 1.7.2. Tailoring communication to profile and *Insights* based communication
 - 1.7.3. Management of medical requests and negotiation

- 1.8. Integral communication plan
 - 1.8.1. Media and omni-channel plan
 - 1.8.2. Communication at conferences
 - 1.8.3. Integration of the communication plan in the medical plan
- 1.9. RWE and Phase IV studies
 - 1.9.1. RWE and Phase IV study design
 - 1.9.2. Medical plan integration
 - 1.9.3. Investigator Initiated Studies/Trials and Research Collaborations
 - 1.9.4. Collection and Measuring of Results
- 1.10. Compliance the medical affairs department
 - 1.10.1. Promotion definition
 - 1.10.2. Definition of On Label/Off Label
 - 1.10.3. Differences between commercial department and medical affairs
 - 1.10.4. Integrity at Work

Module 2. Why a Medical Affairs department? Your reason for being

- 2.1. Medical Affairs: the new role of the pharmaceutical industry
 - 2.1.1. From how it was to how it is now
 - 2.1.2. From Industries to Science
 - 2.1.3. Beyond clinical trials: generating evidence
- 2.2. Expectations for the future of Medical Affairs departments
 - 2.2.1. Relationship with public institutions, physicians and patients
 - 2.2.2. "Win-Win" or "all-in-one" as the future
 - 2.2.3. Coordination of Clinical Trials
 - 2.2.4. Research Project Design
 - 2.2.5. Patient as a source of success
- 2.3. Commitment of the pharmaceutical industry
 - 2.3.1. In promoting the welfare of patients with ethical criteria of professionalism
 - 2.3.2. In generating and maintaining confidence in the prescribing of medicines
 - 2.3.3. Objective: contribute to the quality of care in a sustainable manner

- 2.4. Ability to measure the impact of what we do
 - 2.4.1. Training and reporting
 - 2.4.2. Correct analysis of scientific and non-scientific information
 - 2.4.3. Evaluating whether or not a treatment works for our patients
 - 2.4.4. Knowing whether the strategic decisions we have made are having the intended impact
 - 2.4.5. Genuine concern for patients
- 2.5. Development of a health sciences professional in the pharmaceutical industry
 - 2.5.1. Design of a Training Plan: what to study?
 - 2.5.2. Self-training
 - 2.5.3. Team profile: innovation, leadership, etc
 - 2.5.4. Development plans in the role
 - 2.5.5. Career Plans
- 2.6. Research with Drugs for Human Use
 - 2.6.1. Definition, justification and objectives of research with drugs for human use for human use
 - 2.6.2. Types of drug research studies
 - 2.6.3. Ethical Foundations Standards of Good Clinical Practice
 - 2.6.4. Agents involved in clinical research: sponsor, investigator, monitor, patient
- 2.7. Clinical Trials Phases I
 - 2.7.1. Clinical Studies in Phase 0
 - 2.7.2. Phase I Clinical Studies: How safe is the treatment?
- 2.8. Clinical Trials Phases II
 - 2.8.1. Phase II Clinical Studies: How effective is the treatment?
 - 2.8.2. Phase III Clinical Studies: Is the new treatment under study better than the conventional treatment?
 - 2.8.3. Phase IV Clinical Studies: What else do I need to know?
- 2.9. Clinical Trials Methodology
 - 2.9.1. Clinical Trial Design
 - 2.9.2. Clinical Trial Planning
 - 2.9.3. Stages in the Development of Clinical Trials
 - 2.9.4. Monitoring: follow-up and control. The Importance of Quality
 - 2.9.5. Data Management Results obtained
 - 2.9.6. Risk-based Monitoring
 - 2.9.7. Decentralized Studies
- 2.10. The future of clinical trial research
 - 2.10.1. Clinical Trials Evolution
 - 2.10.2. From clinical evidence to regulatory need
 - 2.10.3. From clinical trial data to price approval: what more data is needed?
 - 2.10.4. Patient Monitoring
 - 2.10.5. The cooperative environment for evidence generation



A 100% online program that will immerse you in the latest trends in human medicines research”

05

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

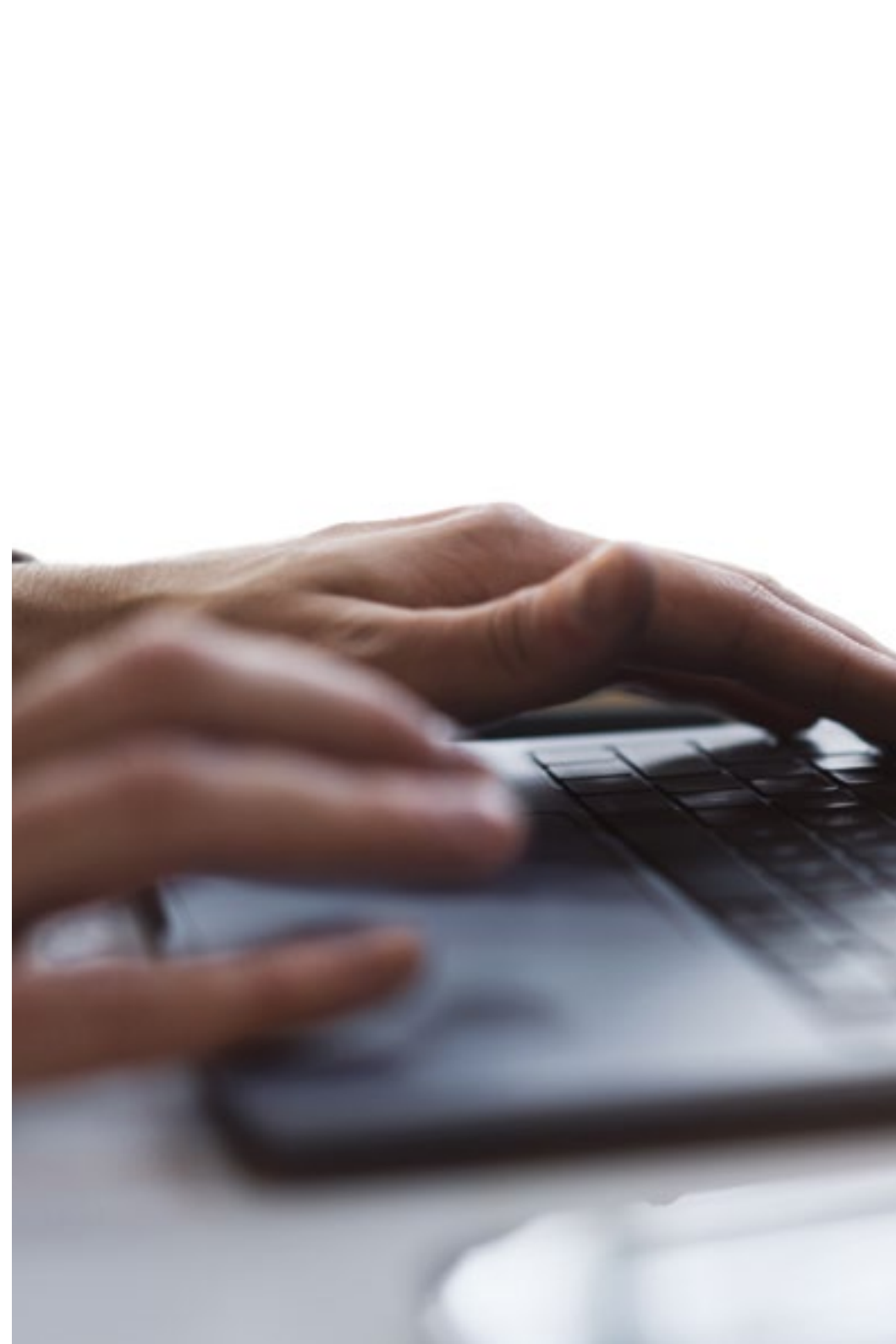
In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

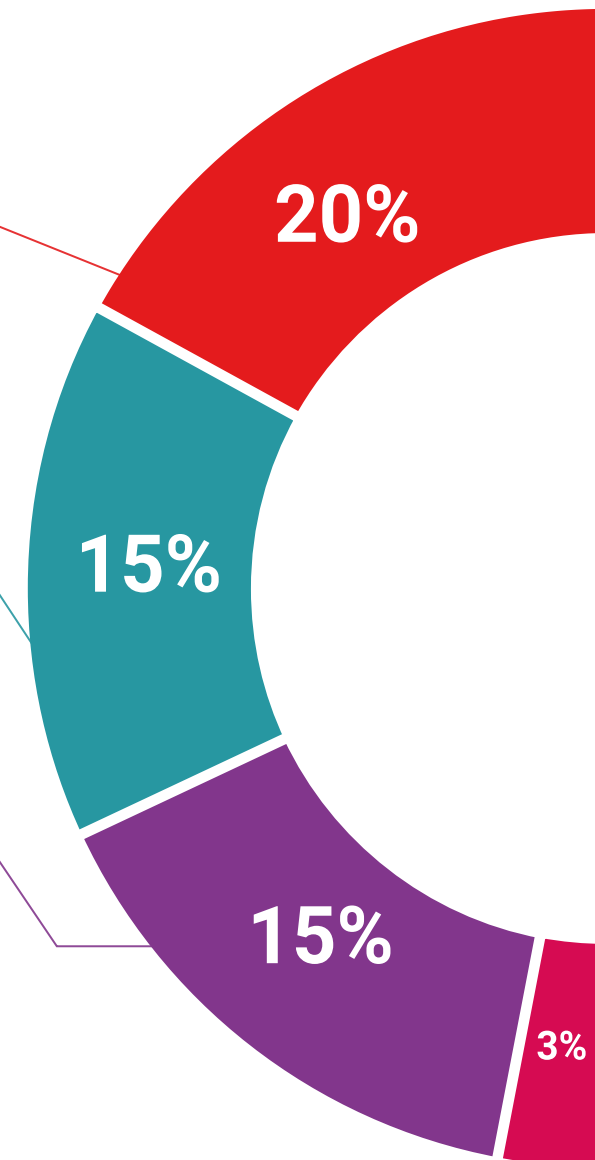
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

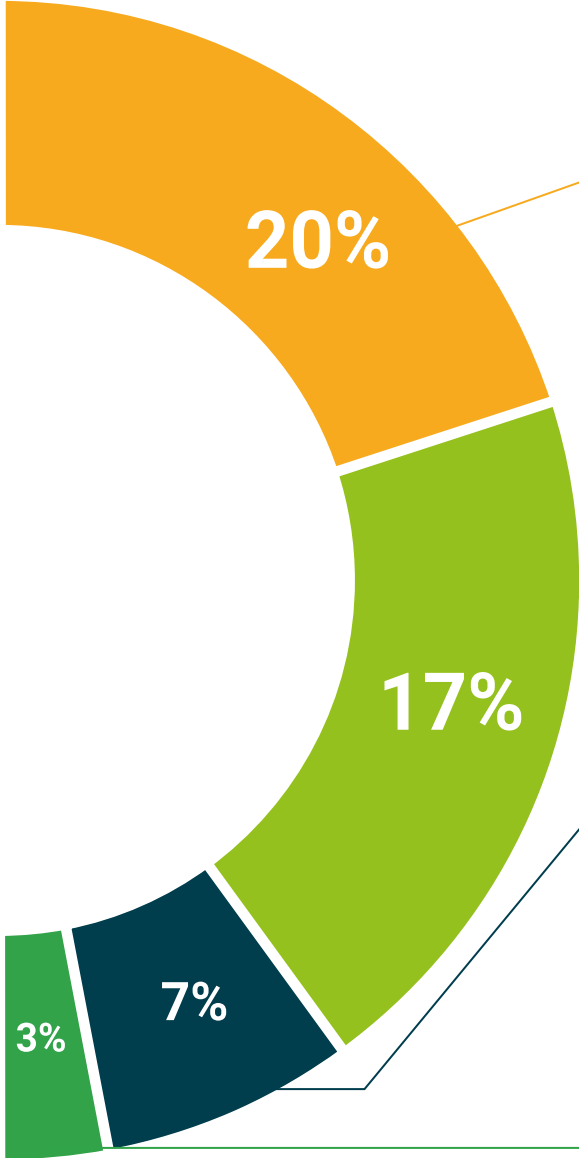
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.
Learning from an expert strengthens knowledge and memory, and generates confidence for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



06 Certificate

The Postgraduate Certificate in Medical Affairs guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This private qualification will allow you to obtain a **Postgraduate Certificate in Medical Affairs** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Medical Affairs**

Modality: **online**

Duration: **12 weeks**

Accreditation: **12 ECTS**





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