

TARGET AUDIENCE

This programme is designed to suit a wide audience within the Healthcare industry including physicians, researchers and health care professionals who are interested in developing their career within medical affairs in the pharmaceutical industry and wish to sharpen their scientific knowledge and business acumen. The course will also prove beneficial for pharmaceutical executives and medical science liaisons who engage with key experts frequently and wish to sharpen their scientific knowledge and business acumen.

KNOWLEDGE GAPS

Academics, Researchers and Healthcare Professionals
need insights into:

- Full Drug Development Process
- Science-related Disciplines in Industry
- Industry Perspective and Priorities

Professionals new to industry need to learn key aspects of:

- Full Drug Development Process
- Medical Affairs, Health Economics, Regulatory Affairs, Product Promotion
- Effective Scientific Communication in Compliance with Industry Codes of Practice



HELPS TO BRIDGE KNOWLEDGE GAPS

**BUILDING CAPABILITIES.
SUPPORTING PROFESSIONAL GROWTH.**

- | | | | |
|---|--|---|---|
|  | Medical Affairs
Operations |  | Systematic
Literature Review
& Meta-Analysis |
|  | Drug Discovery,
Development &
Regulations |  | Clinical Research
Execution |
|  | Epidemiology &
Observational Studies |  | Medical
Communications |
|  | Bio-Statistics &
Study Design |  | Drug Safety |
|  | Phase III / IIIb Studies
(Statistics) |  | Product Promotion
& Medical Education |
|  | Statistical Elements
of Diagnostic Studies |  | Health Economics |

QUALITY

ETHICS & COMPLIANCE

INTEGRITY



CONNECT WITH US

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JOINT ALLIANCE DUKE-NUS EDUCATION

CERTIFICATE IN MEDICAL AFFAIRS



ONLINE COURSE


QUALITY • COMPLIANCE • INTEGRITY

INTRODUCTION

In recent years, the role of medical affairs is gaining ground in enhancing operational efficiency and effectiveness within the pharmaceutical industry. Not only the increasing complexity of science behind product development but also the need to incorporate diverse expert opinions have further highlighted the significance of this function. As medical affairs personnel, such as yourself, navigate through an increasingly complex healthcare environment, you will need to have an optimal blend of scientific knowledge, communication skills, and business acumen to succeed in this role.

Although many pharmaceutical companies are investing in training programmes to build and nurture talent in medical affairs, there is a need to harness these skills at an early stage. Hence, drawing on the extensive experience of *Duke-NUS Medical School*, the **Joint Alliance Duke-NUS Education (JADE)** was conceptualised and designed to provide participants and professionals involved in medical affairs with the necessary expertise to develop and strengthen their core competencies.

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PROGRAMME OBJECTIVES

Through the training materials, JADE aims to provide you with a comprehensive programme that addresses the competency and development needs arising from the evolving role of medical affairs professionals.

- Through the programme, you will be able to:
- Gain an overview of the Medical Affairs profession
 - Build a strong foundation and understanding of the development and registration of medicines
 - Integrate the application of scientific knowledge and business acumen
 - Appraise statistical study designs and statistical evaluations
 - Demonstrate effective communication skills in providing scientific information
 - Advocate the importance of relationship management skills to advance within the Medical Science Liaison roles

CREATED BY 48 EXPERTS STEEPED IN EXPERIENCE

Developed by 48 experts from leading pharmaceutical companies, research institutes, medical communication agencies, clinical resource organisations and universities, JADE aims to build cross-functional skills and capabilities to lead and deliver medical affairs activities and drive change.







COURSE DELIVERY

6 SIMPLE STEPS TO SELF-DIRECTED LEARNING WITH JADE

- 1

Login to JADE
- 2

Select a Module
- 3

Start 1st Voice Animated Presentation
- 4

Learn - pause/ repeat as needed
- 5

Answer Multiple Choice Questions
- 6

Move to next VAP or Module

CONVENIENT!

Login at your convenience on Smartphone / Tablet / Laptop VAPs last 20-30 minutes



DUKE-NUS CERTIFICATE

When all Modules are completed and MCQs /Exam passed

