



# CERTIFIED MEDICAL AFFAIRS PROFESSIONAL (CMAP - DIPLOMA)

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**For Current Medical Affairs Professionals**  
**Accredited by CPD United Kingdom**  
**Academy of Pharmaceutical Affairs**



The **CERTIFIED MEDICAL AFFAIRS PROFESSIONAL (CMAP) Diploma** provides current Medical Affairs professionals with the skills and knowledge to lead medical affairs teams.

The **CMAP designation** reflects a mastery of a combination of competencies including the evaluation of clinical trials & Medical Statistics, key scientific leaders engagement, Omnichannel communication, launching excellence, real world evidence, Medical governance, HEOR & Leadership Skills.

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**For Current Medical Affairs Professionals**

# PROGRAM MODULES

1. Critical Appraisal of Clinical Trials
2. Introduction to Medical Statistics.
3. KSL Engagement.
4. Real World Evidence.
5. Launch Excellence.
6. Medical Governance & Compliance.
7. Omnichannel Communication & HEOR introduction.
8. Problem Solving and Logical thinking.

## Agenda

### February / March Cohort

Date	Day	Time	Topic	Instructor
Session 1 & 2 17 February	Saturday	11 am to 2 PM Cairo Time	Critical Appraisal of Clinical Trials	Adham El Said
		2.30 pm to 5.30 PM Cairo Time	KSL Engagement	Ahmed Mahrous
Session 3 24 February	Saturday	11 am to 3 PM Cairo Time	Medical Statistics	Adham El Said
Session 4 & 5 2 March	Saturday	11 am to 2 PM Cairo Time	Launch Excellence - Analysis	Ahmed Mekki / Mina Nagiub
		2.30 pm to 5 PM Cairo Time	Launch Excellence - Implementation	
Session 6 8 March	Friday	3 pm to 6 PM Cairo Time	Health Economics Outcome Research	Husam Majali
Session 7 & 8 9 March	Saturday	11 am to 2 PM Cairo Time	Medical Governance and Compliance	Ahmed Mahrous
		2.30 pm to 6 PM Cairo Time	RWE	Ahmed Mekki / Mina Nagiub
Session 9 10 March	Sunday	8 pm to 11 pm Cairo Time	Problem Solving	Adham El Said



# ABOUT APA ACADEMY

APA Academy is a leading training academy based in Egypt, Providing wide range of programs in Medical Affairs, Marketing and Soft skills.

## APA Academy is a CPD Provider - United Kingdom

APA Academy is approved as CPD provider from CPD United Kingdom an international accreditation organization based in UK.

## Our Graduates works within Medical Affairs teams of



# ABOUT APA ACADEMY

## APA Academy Programs

- **CMSL** - Certified Medical Science Liaison  
(Accredited by CPD UK) - An introductory  
Medical Affairs program
- **CMAPI - Diploma** - Certified Medical Affairs  
Professional - Advanced Medical Affairs  
program for MSL Onboarding.
- **HEOR- Introduction to HEOR** - For Medical  
affairs professionals and Product Specialists.
- **AMPLIFY** - Problem Solving and logical  
thinking.

**Advance your career in Medical Affairs**

# C M A P P R O G R A M

**5 Instructors**

**8 Modules**

**Online Interactive Sessions**

**8 Weeks**

**Every Saturday - Except for 1st week**

## **Free Additional access to**

- **Access to Program Records.**
- **Career planning and coaching session.**
- **Enrollment in Medical Affairs Mentorship (Monthly sessions on different medical affairs topics)**
- **Mentorship 2023 Agenda available at the end of brochure.**

# INSTRUCTORS

## **Dr. Ahmed Mahrous**

Ethics & Compliance Director - AbbVie Saudi Arabia

## **Dr. Ahmed Mekky**

Hematology & RBDs Medical Manager KSA & Gulf countries at SANOFI

## **Dr. Mina Adel Nagib**

Senior Scientific Advisor Middle East and Africa - Bristol Myers Squibb

## **Dr. Adham El Said**

Medical Affairs capabilities trainer - APA Academy



# Critical Appraisal of Clinical Trials

## Evaluating Primary literature

- Study Designs and Internal / External Validity
- Type of Bias
- Understand Different sections of clinical article
- Statistical Analysis
- Interpret the validity and results of studies

# Introduction to Medical Statistics

- Types of Data
- Descriptive statistics ( Measures of spread & Central tendency)
- Inferential Statistics ( P value & CI )
- Empirical role
- Hypothesis Testing
- Study Power

## **Key Scientific Leaders Engagement**

- **KSL vs KOL**
- **KSL Identification Matrix**
- **KSL Communication Platforms**
- **KSL Engagement Plan**
- **Communicating Effectively "Pre - post Launch"**
- **Disease Area vs Therapy area awareness**
- **Speakers Bureau**
- **Clinical Trials Detailing**

## **Launch Excellence**

### **The rise of Medical Affairs**

**Important Definitions**

**Medical Structure**

**The evolving role of Medical Affairs**

### **An overview on drug development Process**

**R & D timelines**

**Drug development phases**

### **Therapy area analysis**

**Disease Burden**

**Unmet medical needs**

**Epidemiology**

**SWOT Analysis**

**Studies Analysis**

## Launch Excellence

### Medical Strategy

Strategic Imperatives

Medical Objectives

FBM Plan (KOL Mapping / Individualized  
Engagement Plan / Knowledge ladder / Matrix  
Internal Stakeholder mapping and readiness)

### Tactical Plan

Pre-launch / Launch dashboard

Post launch dashboard

Key tactics

Communication messages

### KPIs

Objectives fulfillment

External Market Readiness

SOPs & Governance

Timelines



# Real World Evidence

## What is RWE

Definitions

RWE vs RWD

Data sources

## Importance of RWE

How does RWE compliment RCTs

Differences between RCT & RWE

## Real World Evidence Process

Potential concerns regarding RWE

How to get best use of RWE among health care ecosystem?

Roadmap for conducting RWE.

# **Medical Governance and Compliance**

**Medical vs Commercial Interactions**

**Managing Off-label Queries**

**Clinical Research Governance**

**Promotional and Non - Promotional materials review**

**Activities Review**

# Omnichannel & HEOR

## Introduction

### **Omnichannel Communication: (Recorded Session)**

- Difference between Omnichannel and Multichannel communication.
- Communication messages types and objectives.
- Channels types and properties.
- Case Study how to create an omnichannel communication plan.

### **HEOR Introduction:**

- Identifying needs for HEOR in product strategy.
- Identify different types & roles of HEOR studies.
- Hands on training on each type of HEOR Studies.

## Leadership Skills

### Leadership Skills within Medical Affairs teams.

- Tools for effective decision making and problem solving.



**Advance your career in Medical Affairs**

# CONTACT US

**For more details about Programs Contact us on:**

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