

**CERTIFIED MEDICAL AFFAIRS
PROFESSIONAL
(CMAP - DIPLOMA)**

2025 Curriculum

**For Current Medical Affairs Professionals
Accredited by CPD United Kingdom**



**Middle East
MSL Onboarding
Program**

The CERTIFIED MEDICAL AFFAIRS PROFESSIONAL Diploma provides current Medical Affairs professionals with the skills and knowledge to excel in their daily activities.

Key Learning Outcomes

1. The fundamentals of **drug development** and **clinical research**, providing a foundation for understanding the pharmaceutical landscape.
2. How to **critically appraise** clinical trials and apply advanced medical **statistics** to interpret data effectively.
3. The strategic importance of **KOL engagement** and how to build strong relationships with key stakeholders.
4. The role of **real-world evidence** and its application in enhancing Medical Affairs strategy.
5. **Launch excellence** and its role in successful product introduction and lifecycle management.
6. **Medical governance** and compliance essentials to ensure adherence to industry standards and regulations.
7. How to develop and execute an **omnichannel communication** strategy for effective stakeholder engagement.
8. **Project management** fundamentals for planning and executing cross-functional initiatives.
9. Key concepts in **market access and HEOR** to support product value demonstration and reimbursement.
10. **Leadership and problem-solving** skills to drive team success and effectively manage challenges in the MSL role.



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Diploma Curriculum

1. Critical Appraisal of Clinical Trials
2. Advanced Medical Statistics.
3. KSL Engagement.
4. Real World Evidence.
5. Launch Excellence.
6. Medical Governance & Compliance.
7. Omnichannel Communication.
8. Fundamentals of Drug Development.
9. Fundamentals of Clinical Research.
10. Pharmaceutical Project Management.
11. Omnichannel Communication Strategy.
12. Leadership - Problem Solving.
13. Brand Plan Structure.
14. Advisory Board Management.
15. Market Access and HEOR Fundamentals.
16. Scientific Engagement Model and Advocacy building.



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Delivered by Industry Experts

Dr. Ahmed Mahrous

Ethics & Compliance Director - Saudi Arabia

Dr. Ahmed Mekky

Hematology & RBDs Medical Manager KSA & Gulf countries

Dr. Mina Adel Nagib

Senior Scientific Advisor Middle East and Africa

Dr. Adham El Said

Medical Affairs Training Lead - APA Academy

Dr. Hesham Hamdy

**Regional Marketing & digital transformation head -
Middle East and Africa**

Dr. Ayesha Abdelmegied

Learning and Development Lead - UAE

Dr. Mahmoud Mohamed

Pharmaceutical Project Management Trainer

Dr. Lobna Assy, Ph.D

Scientific Lead

Dr. Hussam Majali

Access and Advocacy Lead - Canada & UK

CMAP Learning Journey

9 Instructors

16 Modules

Online Interactive Sessions

18 Weeks

Every Saturday

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)**



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Program Content (1)

Critical Appraisal of Clinical Trials

- Tools for 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



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Program Content (2)

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

Medical Governance and Compliance

- Medical vs Commercial Interactions
- Managing Off-label Queries
- Clinical Research Governance
- Promotional and Non - Promotional materials review
- Activities Review
- Risk Mitigation strategies



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Program Content (3)

Launch Excellence

- The evolving role of Medical Affairs
- R & D timelines
- Therapy area analysis
- Disease Burden
- Unmet medical needs
- Epidemiology
- SWOT Analysis
- Studies Analysis
- Medical Strategy
- Strategic Imperatives and Medical Objectives
- FBM Plan (KOL Mapping / Individualized Engagement Plan / Knowledge ladder / Matrix)
- Internal Stakeholder mapping and readiness
- Tactical Plan and Key Tactics
- Pre-launch / Launch / Post Launch dashboard
- Communication messages
- KPIs
- External Market Readiness



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Program Content (4)

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.



Program Content (5)

Omnichannel Communication

- Difference between Omnichannel and Multichannel communication.
- Communication messages types and objectives.
- RoadMap for successful Omnichannel Communication.

Drug Development & Clinical Research Fundamentals

- Agencies Involved in the Drug Approval Process
- Phases and Requirements for Oncology Drug Development
- Investigational New Drug (IND) application.
- Accelerating the Anticancer Drug Development Process
- Investigational Drug Regulatory Issues
- Institutional Review Board (IRB)
- Oncology Trial Design and Drug Development

Program Content (6)

Pharmaceutical Project Management

- Project Management Strategies for Pharmaceutical product launch.
- Tools and Techniques for Pharmaceutical Project Management.
- Steps of Successful Pharmaceutical Project Management Plan.
- Key Challenges in Pharmaceutical Project Management.

Market Access Fundamentals

- Public Health Definition
- Decision Making in Public Health
- Criteria Used for Priority Setting and Decision Making
- Decision Making on the Reimbursement
- Pricing Techniques
- Managed Entry Agreement

Program Content (7)

Brand Plan Structure

- The role of marketing in health care organizations
- Defining the health care system and its trade-offs
- How health care buyers make choices
- Market segmentation, targeting, positioning, and competition
- The nature of services
- Viewing the marketing mix
- Managing product lifecycle
- Building the brand
- Managing the stages of the product life cycle
- Marketing channels and value networks

Program Content (8)

Advisory Board Management & Scientific Engagement Model

- Purpose and Significance of Advisory Board Meetings
- Strategic Planning and Preparation
- Effective Meeting Facilitation
- Communication and Moderation Skills
- Post-Meeting Analysis and Follow-Up
- Compliance and Ethical Standards
- Continuous Improvement and Feedback Integration
- Effective Communication and Insight Gathering
- Mastery of the Scientific Engagement Model

Contact US

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Academy Of Pharmaceutical Affairs



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