Amplifying HEOR and Medical Affairs Collaboration

The need to demonstrate value to multiple stakeholders in a dynamic healthcare landscape has driven an increasing intersection between traditional Health Economics and Outcomes Research and Medical Affairs functions, globally. Digital technologies have emerged as tools over the past few years to strengthen collaborations and engagement, and their use is accelerating in the midst of the global COVID-19 pandemic.

A recent poll of 100 webinar attendees showed:

80% HAVE SEEN TRENDS TOWARDS INCREASED COLLABORATION BETWEEN HEOR AND MEDICAL AFFAIRS

WHERE HAS THE MOST COLLABORATION BEEN SEEN?

50% STRATEGY
20% PROJECT EXECUTION
20% PUBLICATIONS
10% DIGITAL

WHERE HAVE DIGITAL COMMUNICATIONS BEEN USED?

44% REAL-WORLD EVIDENCE
41% LIT REVIEWS/ META-ANALYSIS
38% DOSSIERS/ COMPENDIA
34% MODELING
31% PATIENT-CENTERED RESEARCH

Five Actions to Implement Across Functions

Here are five actions that HEOR and Medical Affairs can implement cross-functionally that leverage digital technologies to enhance evidence development, communication, engagement, and education.

1. **Promote awareness** of how HEOR and Medical Affairs can collaborate and the advantages of collaboration
2. Modernize and **streamline analytic capabilities** and ways of working to embrace new value-creation opportunities
3. Identify an area or **project to start on and measure** outputs from the collaboration
4. Incorporate a broader **variety of stakeholders** and perspectives to inform strategy and drive planning
5. Enhance **team knowledge of digital tools**, advanced analytics, and new datasets available for use

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