

MAPS Competency Framework

Strategy	Scientific & Technical Knowledge	Business Knowledge	Evidence Generation	Customer Engagement & Scientific Communication	Leadership & Management	Medical Governance & Compliance
Overview & Vision	Drug Development Fundamentals	Healthcare Systems & Trends	Integrated Evidence Plan	Integrated Scientific Comms Plan & Pubs	Leadership Models	Governance, Compliance & Risk Management Fundamentals
Insights	Target Product Profile Creation & Usage	Global Payer & Reimbursement Models	Data Gap Identification	Medical Education of External Stakeholders	Working in Matrix Teams	Codes of Practice
Medical Strategic Plan	Regulatory, Safety & Quality Fundamentals	Corporate Strategies & Alliances	RWE & HEOR	Medical Information	Talent Development	Scientific Exchange
Launch Excellence	Clinical Trial Designs	Finance for Non-Finance Professionals	Non-Company Sponsored Research	External Scientific Engagement	Communication Skills	Medical/ Commercial Interface
Operational Excellence	Statistics & Epidemiology	Business Intelligence & Analytics	Innovative Evidence Generation	Patient Centricity	Change Management	Privacy & Patient (Organizations) Interactions
Value & Impact	Critical Evaluation of Literature	Marketing & Sales Fundamentals	Health Equity	Digital Trends & Opportunities	Leading in Crisis	Payments & Transfer of Value