

MAPS Annual Meetings Call for Proposals Guide



Proposal Submission Questions?- Join a [Call for Proposal Office Hours](#) every other Friday from 10:00-10:30 via Zoom

Proposal Submission Window: June 25th - August 2nd 2024

1. Overarching Program Objectives

MAPS is the premier non-profit global Medical Affairs organization FOR Medical Affairs professionals BY Medical Affairs professionals across all different levels of experience/specialty. Together with over 12,000 Medical Affairs members from 280+ companies globally, MAPS is transforming the Medical Affairs profession to increase its value to patients, HCPs, industry, and society. The goal of the MAPS annual meetings is to provide continuing education and training for Medical Affairs Professionals of all levels around the globe by:

- Providing cutting edge content to equip MA Professionals to further the field.
- Sharing best practices across the industry.
- Creating network opportunities to benefit from a peer network.

2. Submission Requirements for Concurrent Session

MAPS is seeking proposals for our Americas and EMEA annual meetings for 2025. You may submit for either the Americas Annual meeting, or the EMEA Annual Meeting or for both at the same time.

Please review this guide and all instructions carefully; proposals that are incomplete or do not align with the below criteria will NOT be considered for review.

All proposals must be submitted online through the MAPS platform. The deadline for submissions is August 2, 2024.

- Proposals must have a designated submitter that will receive all notifications. Submitters can also serve as faculty.
- Proposals must adhere to the [MAPS Non Promotional Policy and Conflict of Interest Policy](#) and must not endorse any one product, platform or agency.
- Proposals must include and be majority faculty from industry and strongly encourage multiple perspectives/organizations in sessions. MAPS will not accept proposals without confirmed faculty.
- Faculty are limited to one unique session.

Accepted sessions will receive 2 complimentary program registrations. MAPS will offer bimonthly office hours via Zoom to answer or clarify and questions related to the call for proposals and submission requirements.

3. Audience

Medical Affairs professionals are individuals who work directly in Medical Affairs roles within pharmaceutical, biotechnology, medical device, or other healthcare companies. The audience for the MAPS Medical Affairs conferences typically comprises a diverse group of individuals with expertise in Medical Strategy, Evidence Generation and Evidence Communication, all coming together to exchange

knowledge, share experiences, and advance the field of medical affairs. The MAPS community also includes solution providers, consultants, and advisors working to elevate Medical Affairs and guide industry professionals with cutting-edge innovations, expertise, and insights.

4. Content Focus

MAPS Competency Framework

The content requested for the 2025 Annual meetings is based on a thorough analysis by the Professional Development Committee (PDC) of MAPS and will follow the Competency Framework approach. MAPS and our PDC have updated the [MAPS Competency Framework and Domain Definitions](#) to better define the domains and competencies for Medical Affairs professionals to be successful in their field. MAPS is seeking sessions for our annual meetings that contribute to and align with a domain and competency. Domain Teams seek sessions addressing competencies and specifically highlight the areas of great interest below. Overall, approximately 4-8 sessions per domain for the Americas meeting and 2-4 session per domain for the EMEA annual meeting will be accepted.

MAPS Content Needs Assessment/Gap Analysis

A comprehensive gap analysis was conducted of all MAPS content and highlighted viable areas of need to be addressed. We encourage content to be submitted in all areas of the competency framework and to address the larger areas of need in our competency framework. We encourage proposals that address emerging trends, innovative approaches, or areas of interest to the target audience. In past meetings, certain competencies were overrepresented in proposals. MAPS is seeking a balanced approach to cover various responsibilities of Medical Affairs professionals.

5. Domain Priority Unmet Needs

Strategy

- Overview and Vision: new skills in Medical Affairs; how to future proof the organization
- Medical Operations: Evaluation of solution provider capabilities; tips and best practices
- Medical Strategic Plan: Meeting local strategic needs; how to prioritize budgets for activities globally: think globally, act locally

Scientific and Technical Knowledge

- Target Product Profile Creation and Usage: Best practices for MA to drive value
- Critical Evaluation of Literature: why important and some practical case examples
- Regulatory, Safety and Quality Fundamentals: why it is important and impact for Medical Affairs professionals activities
- Statistics and Epidemiology: why it is important and some practical case examples for Medical Affairs

Business Knowledge

- All competencies needed

Domain Priority Unmet Needs-continued

Evidence Generation

- RWE & HEOR: fit-for-purpose use, registries, external control arms, and data quality
- RWE & HEOR: evidence needs for new indications and products (i.e. totality evidence needs)
- Health Equity: Population Health Measures (related to Medical Affairs); for Americas meeting: MA priorities on healthcare access and quality (aligned to the application of Social Determinants of Health Domain HHS Healthy People 2030 initiative)

Customer Engagement and Scientific Communication

- Integrated Scientific Comms Plan & Pubs: leadership of Medical Communications from a strategic perspective (including omnichannel planning and execution)
- Digital: Impact of Generative AI on Medical Affairs
- Medical Information: Measuring impact and value of Medical Information and innovative content development
- Medical Education of External Stakeholders: Collaboration education and the use of AI in Medical Education
- External Engagement: Use of AI in external engagement/scientific exchange

Leadership and Management

- Working in a Matrix Teams: practical examples and case discussion
- Leading in Crisis: practical examples and case discussion
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Medical Governance and Compliance

- All competency areas needed
- Scientific Exchange: Compliance in the application of AI solutions in Medical Affairs.
- Medical/Commercial interface: changing relationship between Medical Affairs and Commercial with regards to Customer Engagement

6. Concurrent Session Types

2025 proposals can be submitted for workshops and didactic sessions. Adult learning principles should be reflected in sessions and inform us that, to be most successful, learning must be interactive; the material must be practical, contextual and applicable.

Session Type	Description	Max Faculty	Expected Attendees	Length (m)
Workshops (may repeat)	A highly interactive and dynamic forum exploring and discussing topics in depth. Opportunity to share best practices across industry. Includes didactic and interactive parts with greater emphasis on interactivity. Sessions should include collaborative peer exercises to enhance learning. Includes Q&A or other report out at closing. Limited Slides- max 15-30 slides	3 Expert Faculty and must be majority industry	50-60	90 15 minutes didactic 45 minutes interactivity 30 Wrap up/Q&A
Didactic/Best Practices (may repeat)	A structured educational session that primarily focuses on imparting knowledge, information, concepts, theories, skills to attendees from experienced faculty through lecture, presentation, demonstration, multimedia materials and structured panel. Sessions have clear structure with defined learning outcomes and can appeal and are earmarked for specific audience level. Attendee engagement and participation is encouraged through discussion, case studies and Q&A. Max 30 slides	3 Expert Faculty and must be majority industry	150-200	60 45 minutes didactic and 15 minutes Q&A

7. Content Levels

	Who Teaches	Who Attends	What they Take Home
New to MA (1-4 yrs exp)	<ul style="list-style-type: none"> • <u>Managers</u>, those with experience explaining fundamentals 	<ul style="list-style-type: none"> • Those in the first few years of their career 	<ul style="list-style-type: none"> • <u>Knowledge</u> and <u>Understanding</u> of the fundamentals of the competency area • Suggestions for applying in their job • Suggest for Intermediate Certificate(s)
Experienced	<ul style="list-style-type: none"> • <u>VP level</u>, those who have mastered the competency area(s), and are effective managers 	<ul style="list-style-type: none"> • Those currently managing teams, seeking to refine skills, advance their career. • Experienced individual contributors 	<ul style="list-style-type: none"> • Ability to better <u>Apply & Analyze</u> the competencies taught • Templates / roadmaps to implement in daily role • Suggest for MasterClasses/ Advanced Level Training (full Certification)
Executive Leaders	<ul style="list-style-type: none"> • <u>C-Suite level</u>, <u>SVPs</u> <u>external experts</u> in new/emerging fields 	<ul style="list-style-type: none"> • Sr Directors, VP level, Function Heads • Industry ONLY 	<ul style="list-style-type: none"> • Ability to better <u>Evaluate</u> Problems & <u>Create</u> Solutions in the competency area • Network of peers to affect change in their companies and MA

8. Review Process and Rubric

Complete proposals will be reviewed by MAPS Staff and our Professional Development Committee. Content will be selected based on relevance of topic, faculty expertise and experience and fit and balance of coverage of competencies in Competency framework.

Rubric for the session review is included in the Call for Proposals and includes- quality of the proposal, focus on MAPS need/gap, developed concept/agenda, confirmed experienced faculty (majority from industry, and key learner outcomes).

9. Online Proposal Submission Elements

The following items are required in the online submission.

- Select Annual meeting submission- Americas, EMEA or both
- Provide Title (max 20 words)
- Select Appropriate Domain/Competency and additional Domain competency, if applicable
- Provide Session Description (max 250 words)
- Provide 2-3 Learning Outcomes
- Define Purpose/Support documentation/need or gap filled. (max 250 words)
- Provide detailed Agenda/session outline with timing
- Detail how/ if Session content relates to the specific region/program- Americas or EMEA (max 25 words per region)
- Provide Faculty- name, company, role, email, LinkedIn profile or CV and at which program they would be speaking at- Americas, EMEA

10. Submission Timelines

- Proposal Submission due date: August 2, 2024
- Session selection notification: October 2, 2024

11. Submission Resources

- [MAPS Competency Framework and Domain Definitions](#)
- [Keys to a Successful Proposal](#)
- [Building a Culture of Learning: Workshop Planning Tips](#)
- [Knowles Adult Learning Theory](#)
- [Bloom's Taxonomy](#)
- [MAPS Knowledge Center](#)
- Crafting a Successful Proposal and Session- coming soon!
- [Proposal Submission Office Hours](#)

12. Questions or Need Assistance with Submissions

Join a Proposal Submission Question Office Hours via Zoom or email education@medicalaffairs.org Thank you for considering a submission for the MAPS Annual Meetings.