



**MAPH7390 Medical Affairs – Fundamentals and Practice
(Semester 2, 2024-25)**

Course Coordinator(s)	Prof. Aviva Chow, Associate Professor, Department of Pharmacology and Pharmacy (Email: asfchow@hku.hk) Mr. Donald Chong, Honorary Lecturer, Department of Pharmacology and Pharmacy (Email: chong1@hku.hk)
Course Description	Medical affairs play a crucial role in the development and lifecycle management of medicines in pharmaceutical companies. The work of medical affairs can be divided into internal and external. Internal medical affairs duties include promotional material review, training for commercial colleagues, and development of standard operation procedures to facilitate operation needs. With the advancement of the field and increasing demands from the external environment, there are more external-focused roles, namely medical science liaison. This course provides comprehensive training and learning opportunities to equip students for internal and external medical affairs roles. Students will learn about the strategic roles of medical affairs, the commercialization of medicines, real-world evidence, patient engagement in the medicine lifecycle, management of relationships with external stakeholders, medical education, and more. In addition to lectures, there will be experience sharing from practicing experts in the field. After completing this course, students will be equipped to make critical decisions and execute strategic projects related to the development, commercialization, and management of the product lifecycle.
Tentative Topics	<ul style="list-style-type: none">• The Mission of Medical Affairs• The Roles and Impacts of Medical Affairs in Improving Outcomes for Patients• External Engagement with Key Stakeholders• Effective Key Opinion Leader Management• Critical Appraisal of Scientific Research• Medical and Digital Strategy• Evidence Generation - Clinical Research and Real-World Data• Medical and Corporate Communications• Skills and Competency as a Medical Affairs Colleague• Cross Functional Collaboration - Commercial Functions, Including Value and Access• Cross Functional Collaboration - Regulatory Affairs and Quality Assurance• Cross Functional Collaboration - Safety, Medical Information and Compliance
Mode	F2F
HKU Credits	6 credits
Assessment (tentative)	Online Assessments – 30% Written Assignments – 45% Group Project – 25%



Lecture Date and Time (Tentative as of Nov 7, 2024)	Mostly Friday Evenings in 2025 – Jan 24, Feb 14, Feb 28, Mar 14, Mar 28, April 25, May 9, May 23 Occasional Tuesday Evenings in 2025 – April 22, May 13, May 27 3 Interactive Forums on Saturday Afternoons in 2025 – Feb 8, Mar 8, April 12
Cost	HK\$13800