

Life Sciences

Guidehouse: Your Medical Affairs Partner Every Step of the Way

Strategically Supporting Your Medical Affairs Needs

The Evolving Medical Affairs Landscape

The life sciences Medical Affairs function plays a critical role throughout the product life cycle, from early phases of product development and launch preparation through commercialisation to late-stage life cycle management. Medical Affairs has evolved over the past decade, expanding from a provider of tactical and operational support to being a strategic business partner within organisations with a leading role in preparing the market before product launch. The increasingly complex healthcare landscape poses challenges such as the shift to value-based healthcare, an increase in unmet medical need, complex decision-making processes, and the management of big data, which require the Medical Affairs function to be adaptable, strategic, and solution-oriented.

Our Unique Guidehouse Medical Affairs Approach

Guidehouse offers a preeminent set of skills and capabilities covering medical communication, evidence generation, stakeholder engagement, strategic planning, and compliance framework development. We work with you to create tailored solutions to address the strategic, organisational, and operational needs of your business and Medical Affairs function. We provide a broad array of Medical Excellence services through:

- A highly cross-functional approach that centers on developing a harmonised business and functional strategy as well as Medical Affairs performance metrics and ensuring future corporate resiliency

- Creative problem-solving capabilities that are forward-looking and able to stand the test of time
- The skills of a multilingual team with expertise in medical governance and healthcare compliance to provide solutions within the realm of applicable laws and regulations
- Deep clinical and functional expertise and understanding of stakeholder requirements to tailor communication strategies and enable peer-to-peer conversations

Who We Are

Guidehouse has built an international reputation as a leader and trusted partner for life sciences companies that seek to mitigate risk while achieving exceptional growth. We work closely with pharmaceutical companies, biotechnology, and medical technology manufacturers to help deliver measurable and transformative results. Our consultants help life sciences clients develop insights and solutions to address business challenges, and to optimise decision-making at the product, business unit, and enterprise levels.

With over 50 years of combined Medical Affairs experience, our team of scientists, clinicians, and business strategists supports emerging and established life sciences companies across the product life cycle. Our experience spans a range of Medical Affairs needs across Europe, the United States, Asia-Pacific, Africa, and the Middle East.



Guidehouse Medical Affairs Case Studies

Learn how Guidehouse has advised pharmaceutical, biotechnology, and medical technology companies on Medical Affairs strategy and organisational setup.

RESHAPED THE MEDICAL AFFAIRS ORGANISATIONAL STRUCTURE FOR A MEDICAL DEVICE COMPANY

As the regulatory environment has changed, particularly in Europe with the recent introduction of the Medical Device Regulation and European Medicines Agency guidance on drug-device combination products, the need for a Medical Affairs role in product lifecycle management is intensifying.

A major global medical device corporation engaged Guidehouse to benchmark key activities and the organisational structure for their regional Medical Affairs departments. The goal was to identify leading practices that would better position the company to address emerging regulatory requirements in certain regions. Based on the benchmarking findings, Guidehouse developed and recommended enhanced organisational structures for the client's regional Medical Affairs departments, all of which were endorsed by the corporation's global headquarters.

DEVELOPED A BIOPHARMA MEDICAL AFFAIRS STRATEGY TO POSITION THE FUNCTION AS AN EQUAL BUSINESS PARTNER INTERNALLY

The Medical Affairs department of an emerging biopharma company was struggling to establish itself as an essential decision-maker during the launch planning for a novel orphan drug. The company engaged Guidehouse to define a strategy that pivoted Medical Affairs from a support function to an equal business partner with the Commercial department.

We synthesised industry practices and our internal expertise to develop a strategy aligned with business milestones, elucidated organisational behaviour changes to reposition Medical Affairs, and identified key opportunities for Medical Affairs to support the successful launch of the asset. The client implemented our strategic roadmap, strengthening the Medical Affairs team's internal positioning.

Get in Touch with the Guidehouse Medical Affairs Team

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About Guidehouse

Guidehouse is a leading global provider of consulting services to the public and commercial markets with broad capabilities in management, technology, and risk consulting. We help clients address their toughest challenges and navigate significant regulatory pressures with a focus on transformational change, business resiliency, and technology-driven innovation. Across a range of advisory, consulting, outsourcing, and digital services, we create scalable, innovative solutions that prepare our clients for future growth and success. The company has more than 10,000 professionals in over 50 locations globally. Guidehouse is a Veritas Capital portfolio company, led by seasoned professionals with proven and diverse expertise in traditional and emerging technologies, markets, and agenda-setting issues driving economies around the world. For more information, please visit: www.guidehouse.com.

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