

Ranjay Gulati to Keynote Medical Affairs Professional Society (MAPS) 2024 Annual Meeting in Puerto Rico, March 24-27

Largest annual gathering of global Medical Affairs professionals features plenaries, workshops, panels and networking events

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[/EINPresswire.com/](https://www.einpresswire.com/) -- The Medical Affairs Professional Society (MAPS) is excited to announce Harvard Business School Professor and bestselling author, Ranjay Gulati, as keynote speaker for the [MAPS 2024 Americas Annual Meeting](#), March 24-27 in San Juan, Puerto Rico. Professor Gulati studies how “resilient”

organizations—those that prosper both in good times and bad—drive growth and profitability. He is ranked as one of the top ten most cited scholars in Economics and Business over a decade by ISI-Incite and has authored seven books on management and leadership, including “Deep Purpose: The Heart and Soul of High-Performance Companies,” and “Reorganize for Resilience: Putting Customers at the Center of Your Business.”

“Now is a time of sea change in the biopharmaceutical and MedTech industries as we move toward a more patient-centric and value-based approach to drug and device development, commercialization and use. This transition will require Medical Affairs departments, teams and individuals to assume increasingly strategic roles within the company, collaborating with senior leaders to advance clinical practice and improve patient outcomes. We look forward to the perspectives on resilience and leadership that Professor Gulati will provide for Medical Affairs professionals across the spectrum of experience and specialties,” says Travis Hege, MAPS CEO.

The challenges and opportunities for growth presented by a disrupted healthcare/industry landscape are reflected in this year's meeting theme, “Inspiring innovation to drive strategic



MAPS 2024 Americas Annual Meeting Logo

Medical Affairs transformation.” As such, sessions throughout the meeting will focus on building the new competencies that individuals need to innovate within their organizations, while bringing together leaders and luminaries to identify emerging opportunities for Medical Affairs to guide the strategic transformation of industry.

Event Highlights:

1) Plenaries: Thought leader panels with industry-leading experts on topics including the value structure for Medical Affairs, addressing misinformation, and establishing strategic partnerships.



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Travis Hege, MAPS CEO

2) Interactive Workshops: Over 30 unique workshops on topics ranging from amplifying the patient voice, to evidence generation planning, to storytelling, to the influence of Artificial Intelligence on Medical Affairs and more.

3) Networking Opportunities: 15+ networking events including opening night and off-site receptions provide opportunities to build relationships and explore collaborations with over 1,500 Medical Affairs professionals in attendance.

4) Exhibition Hall: 60+ innovation partners demonstrate the impact of their solutions for streamlining current Medical Affairs activities while paving the way for expanded capabilities.

5) Sunday Pre-Sessions: Full-day Field Medical or Leadership track pre-sessions allow attendees to add additional training focused on their areas of interest and growth.

“We have rigorously aligned all sessions with the newly released [MAPS Competency Framework](#) to assure the highest quality sessions possible that address the true learning gaps identified by Medical Affairs professionals,” says Charlotte Kremer, MAPS Chief Medical Officer. “This year’s annual meeting in Puerto Rico is a pivotal moment for professionals to synergize their expertise, fostering a collective vision that will shape the future of the biopharmaceutical and MedTech industries.”

MAPS Medical Affairs 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

MAPS Medical Affairs Competency Framework

For more information including CE credits and to register for the event, visit [MedicalAffairs.org](https://www.MedicalAffairs.org).

About the Medical Affairs Professional Society (MAPS)

MAPS is the premier non-profit global Medical Affairs organization FOR Medical Affairs professionals BY Medical Affairs professionals across all levels of experience/specialty. Together with over 11,500 Medical Affairs members from 300+ companies globally, MAPS is transforming the Medical Affairs profession to increase its value to patients, HCPs, industry and society.

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