



# BCMAS Program:

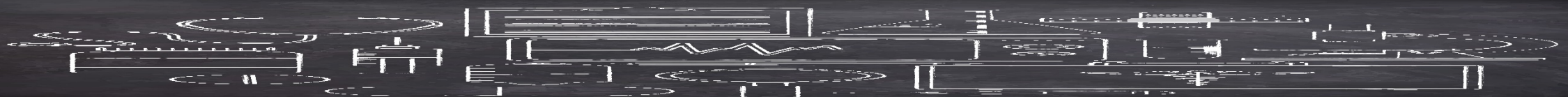
## An Overview

### For Scientific & Clinical Professionals

William Soliman, PhD, MPhil, MA

Founder, President/CEO

The Apotheker Group



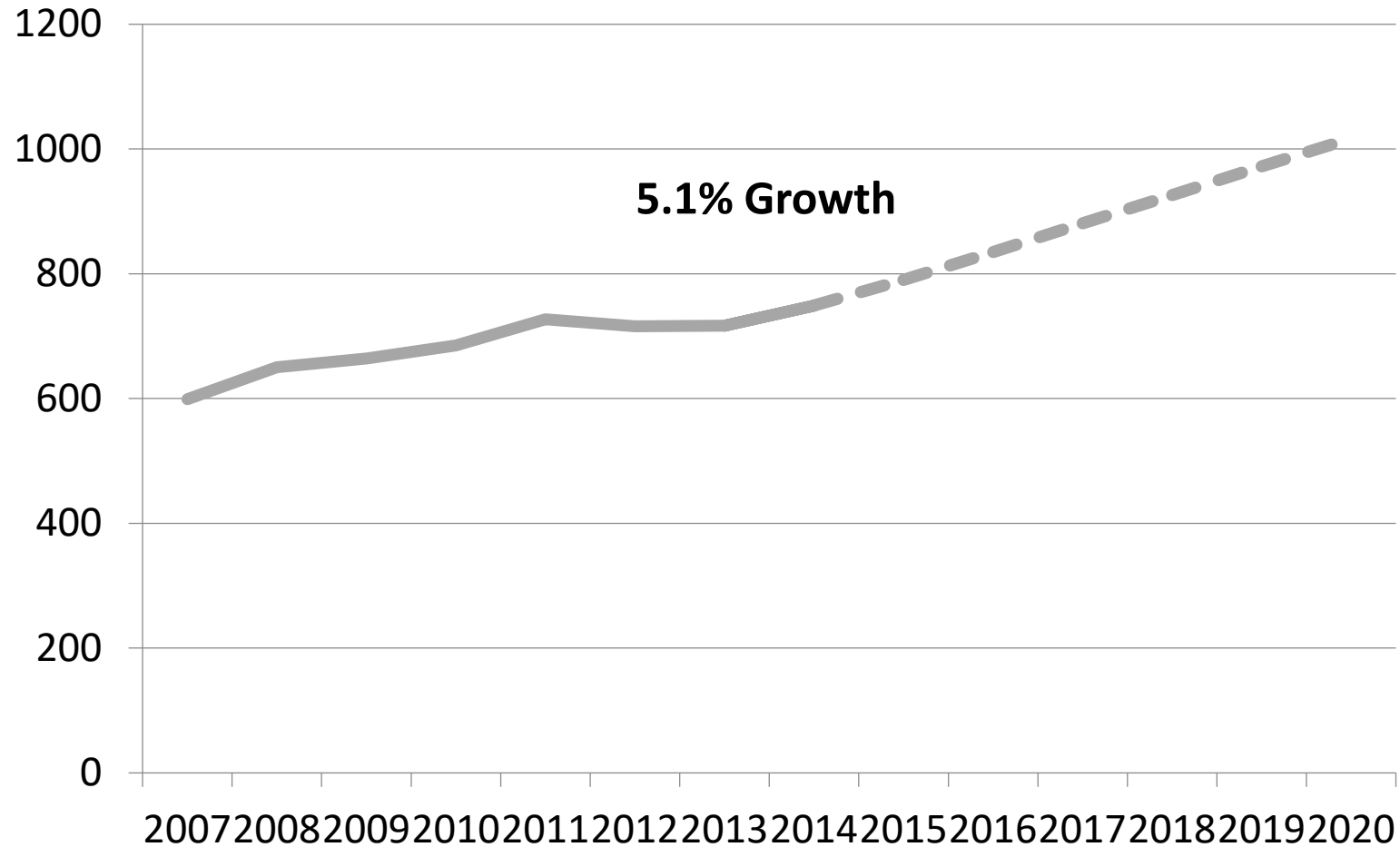
# Conflicts of Interest/Disclosures

- Shareholder
  - Zafgen Inc.
  - Gilead Sciences
  - Veeva
  - Retrophin
- Consultant
  - Third Bridge Consulting LLC
  - Athenum Partners Life Sciences Consulting LLC
  - Bain & Company LLC
  - Retrophin Pharmaceuticals
- Scientific Industry Advisor
  - AlphaSights LLC
  - GLG Consulting LLC
  - L.E.K. Consulting LLC
  - Medmeme Incorporated
- Principal
  - US Pharmacy Lab
  - Science Gladiators LLC
  - Accreditation Council for Medical Affairs

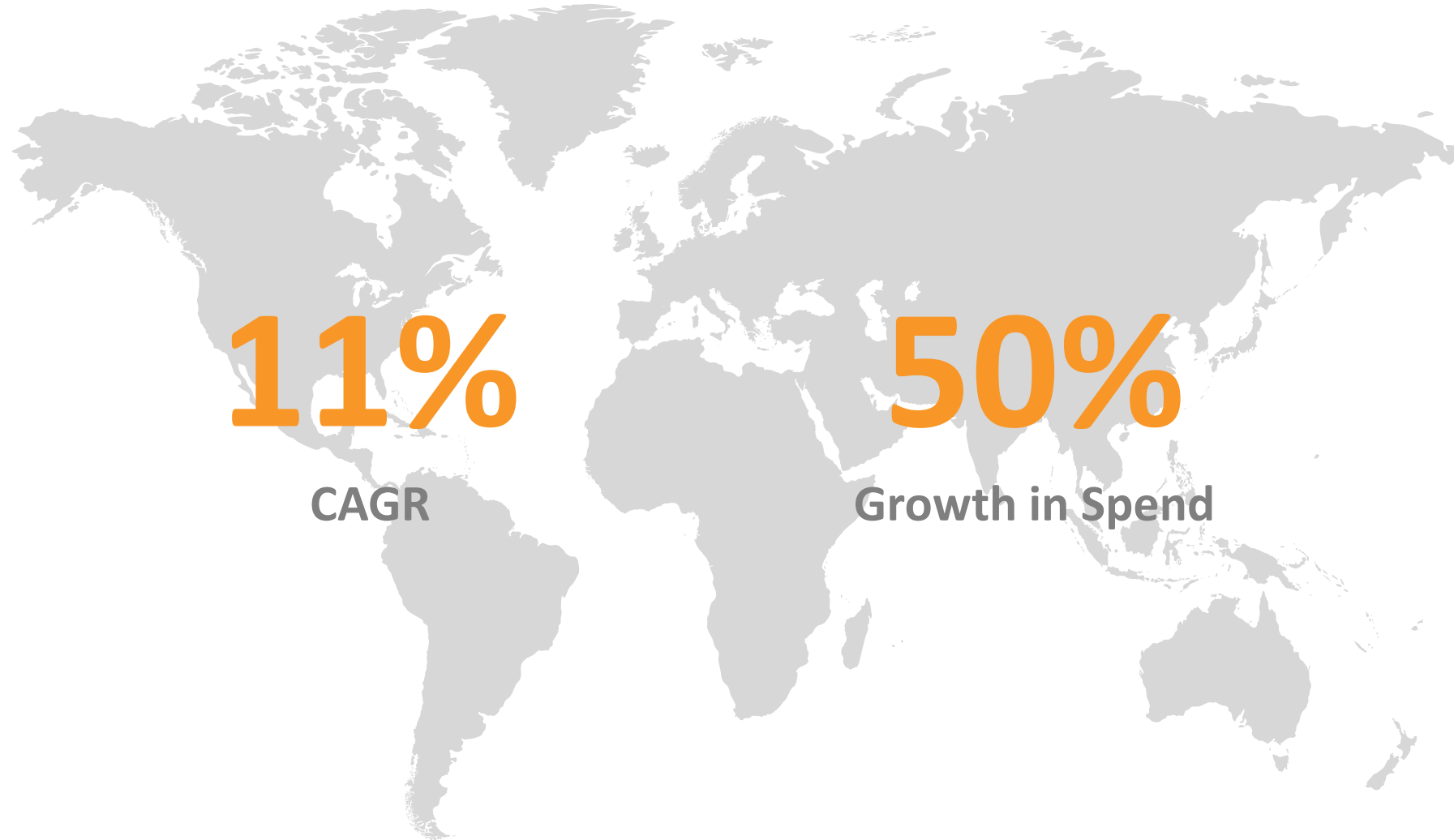
# Disclaimer

*The views and opinions expressed in this presentation and on the following slides are solely my own and not necessarily those of any companies, academic institutions or organizations I am currently affiliated or have been affiliated with previously.*

# Drug Industry Revenue

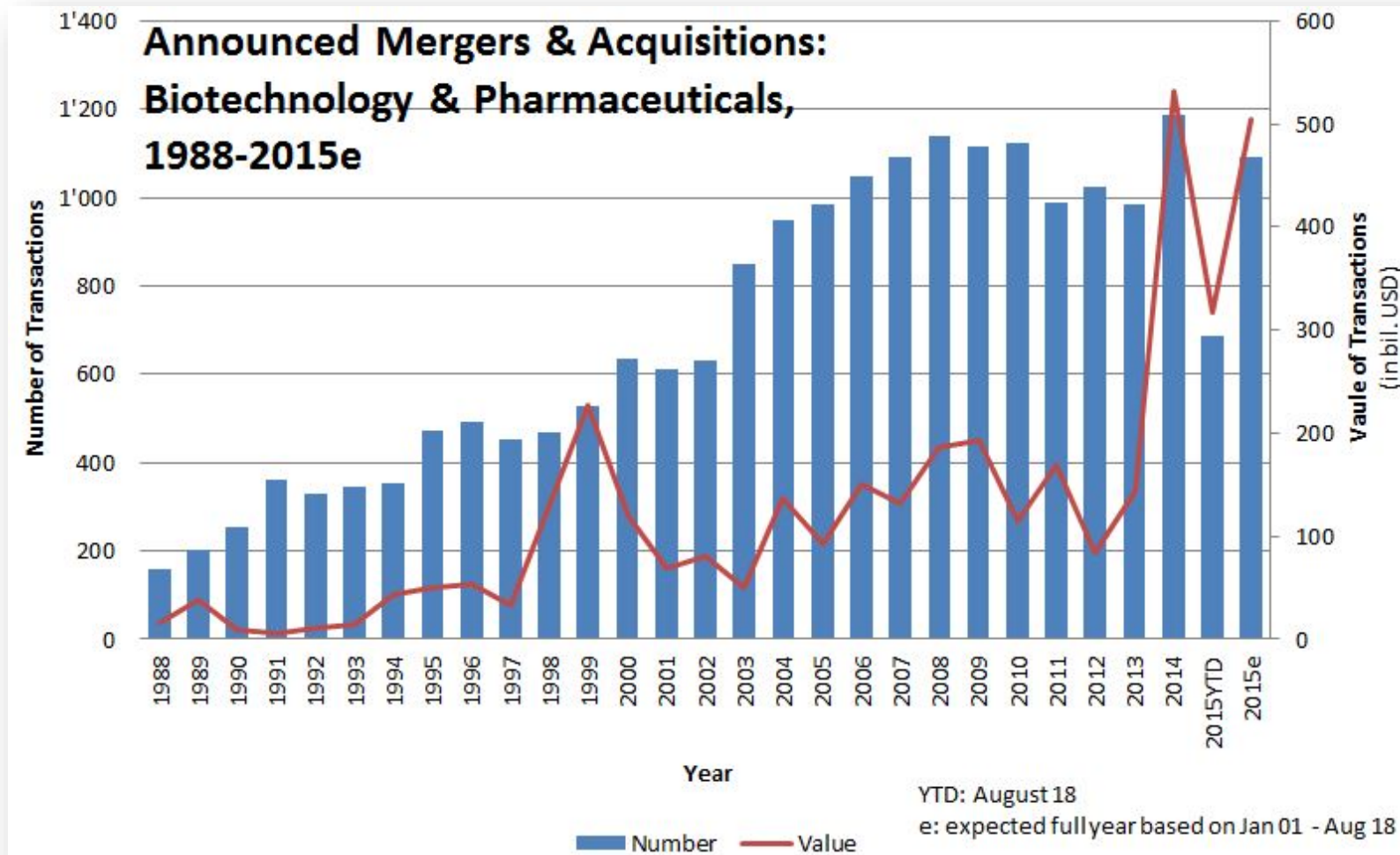


# Emerging New Markets

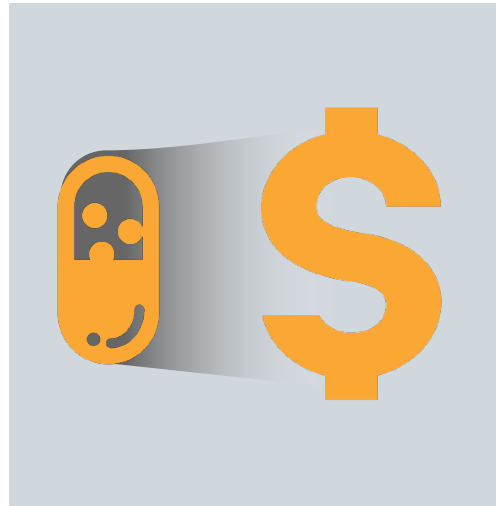


Source: <http://www.fiercebiotech.com/story/amgen-gets-big-win-fda-ok-pcsk9-drug-repatha/2015-08-27>

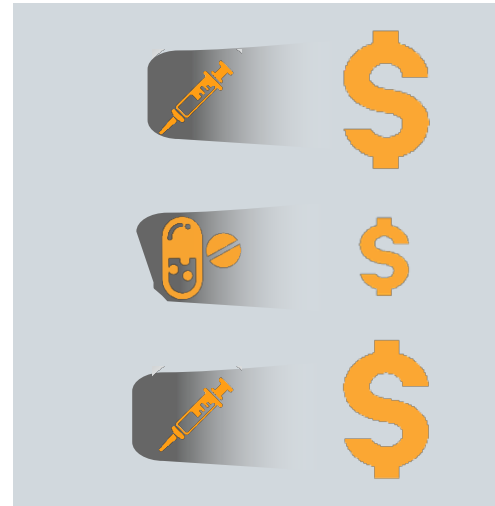
# Mergers and Acquisitions



# Shift to Specialty Drugs



**Small molecule**  
**Large population**  
Cardiovascular



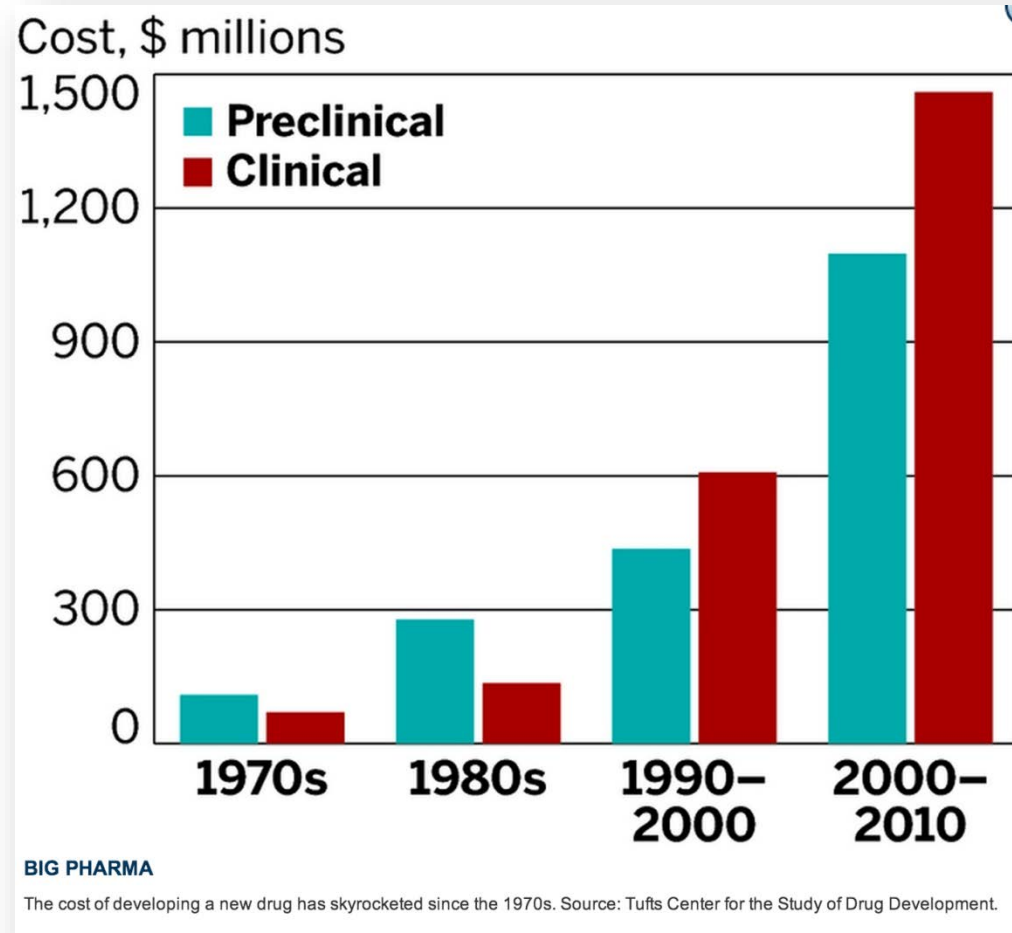
**Biologic**  
**Small population**  
Rheumatoid Arthritis



**Biologic**  
**Large population**  
Cardiovascular

Source: <http://www.fiercebiotech.com/story/amgen-gets-big-win-fda-ok-pcsk9-drug-repatha/2015-08-27>

# Skyrocketing Drug Development Costs





*\$2.6 billion Cost to  
bring one prescription drug to  
market today\**

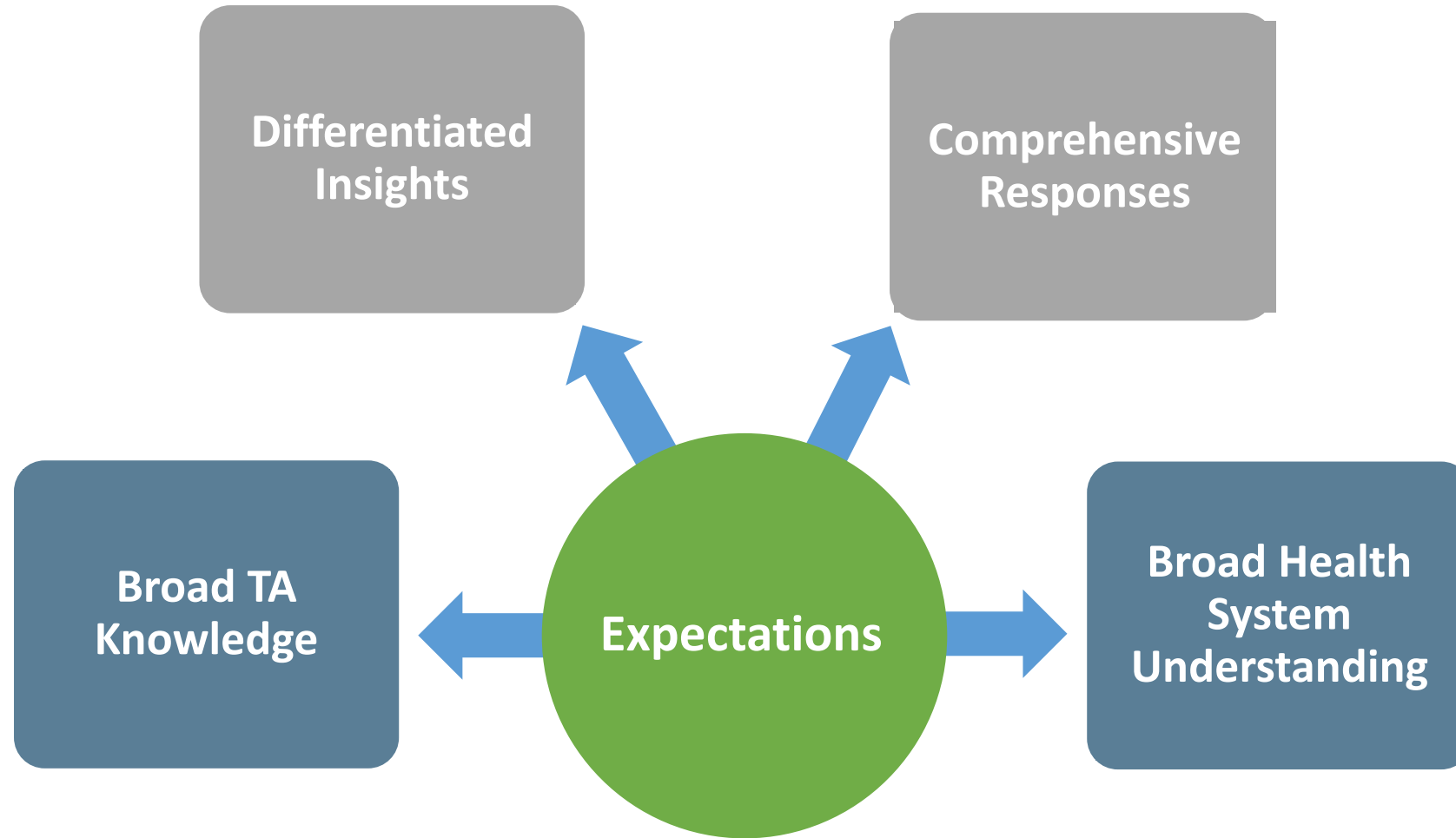
# How prepared are you?

When a PharmD, PhD and/or an MD isn't enough..

Subject Matter & Technical Expertise are Expected...Now what?



# Who is the Effective Medical/Clinical Professional?



# Pharmaceutical Industry Overview

**Public Relations**  
**Legal**  
**Human Resources**

**Drug  
Discovery**

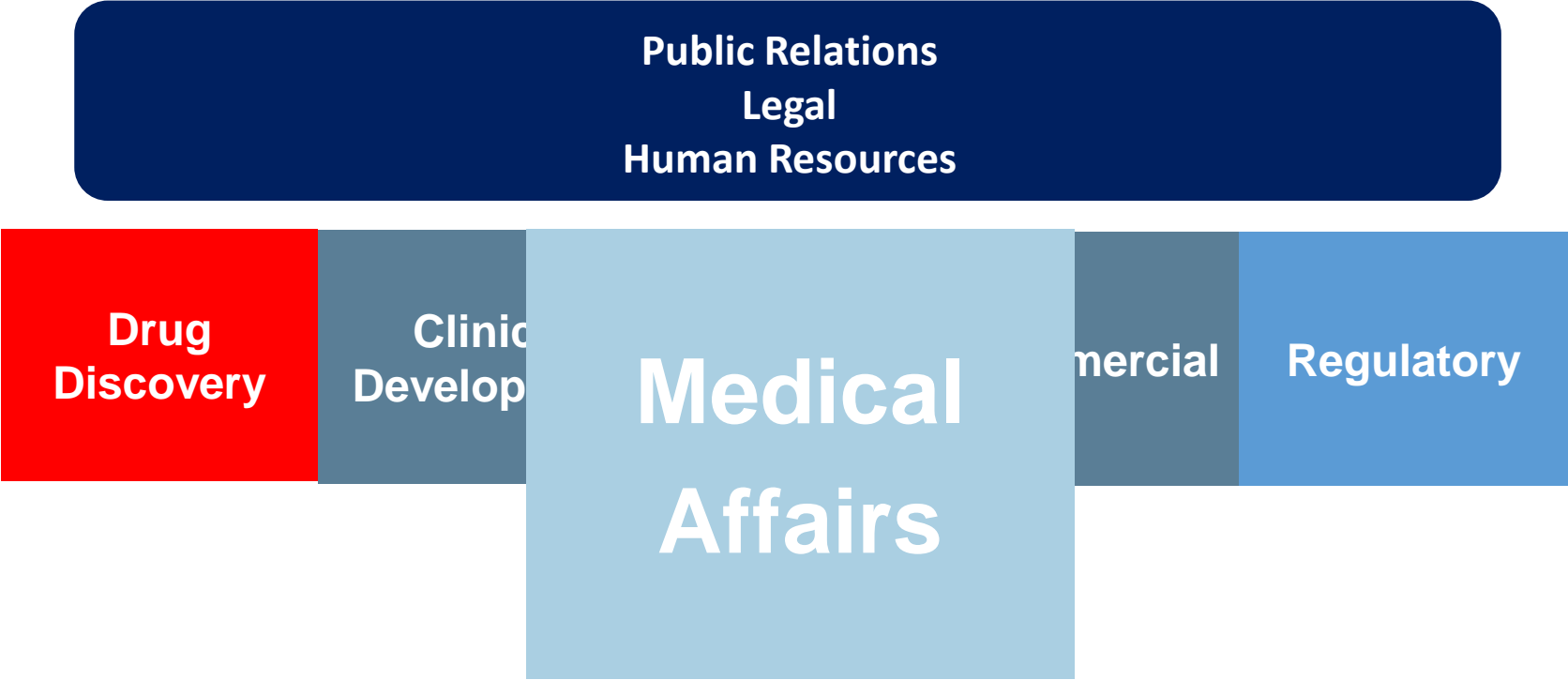
**Clinical  
Development**

**Medical  
Affairs**

**Commercial**

**Regulatory**

# Pharmaceutical Industry Overview



# Medical Affairs is Growing

**1967**

Upjohn coins the term Medical Science Liaison in support of external researchers

**300%**

Growth in the number of MSL's deployed from 2001 to 2020

**49%**

Physicians placing moderate to severe restrictions on visits

**2009**

Phrma guidelines take effect – permanently changing scientific communication

**79%**

Of companies see medical affairs budgets increasing by more than 10% year over year

**20**

Average number of patients see per day

**400 billion**

Spend on Specialty Care drugs by 2020

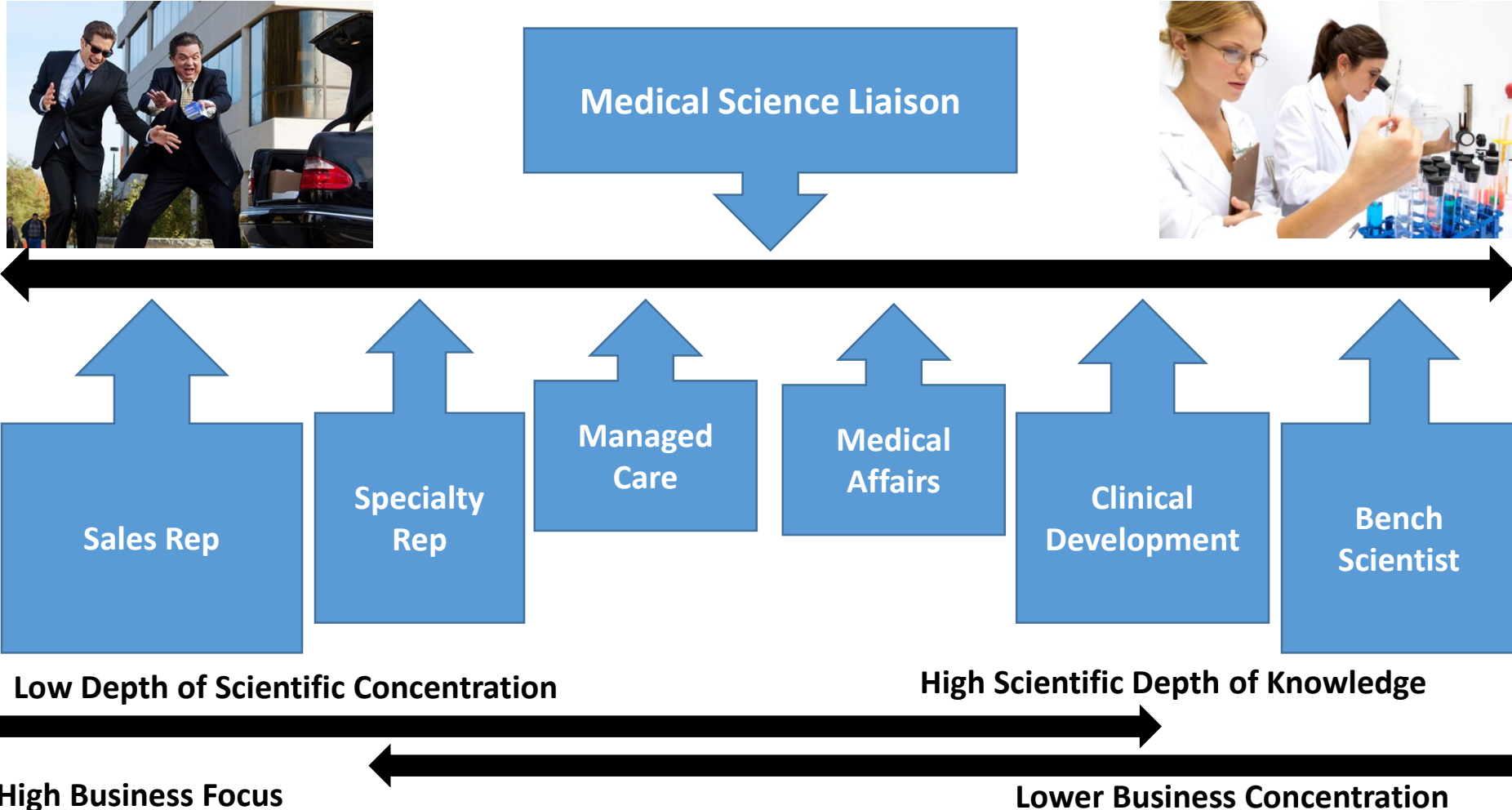
**495**

Compounds for Rare Diseases are currently under review

**24%**

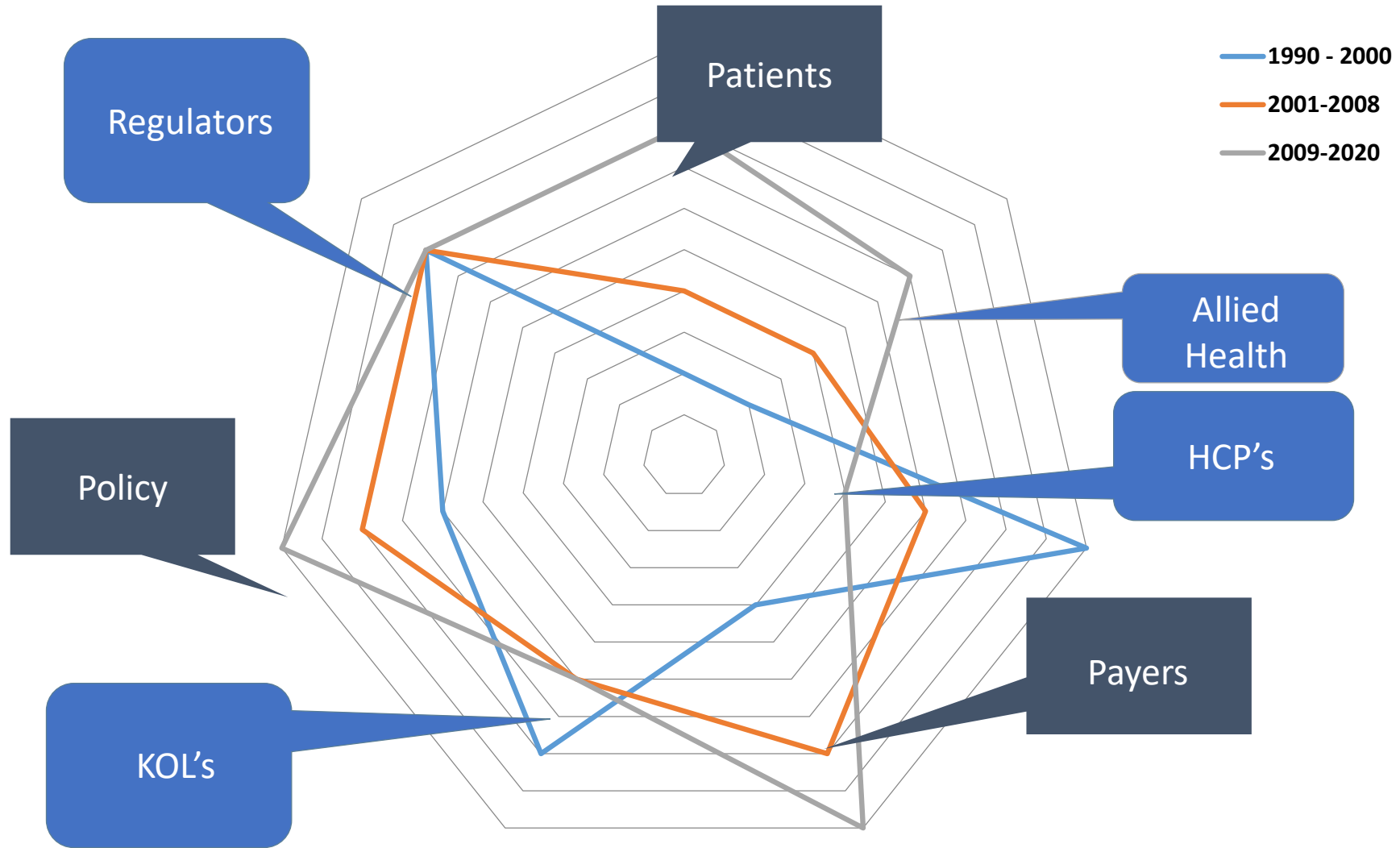
Of new approvals in 2014 were for biologics

# MSLs are in the Middle of the Scientific Continuum



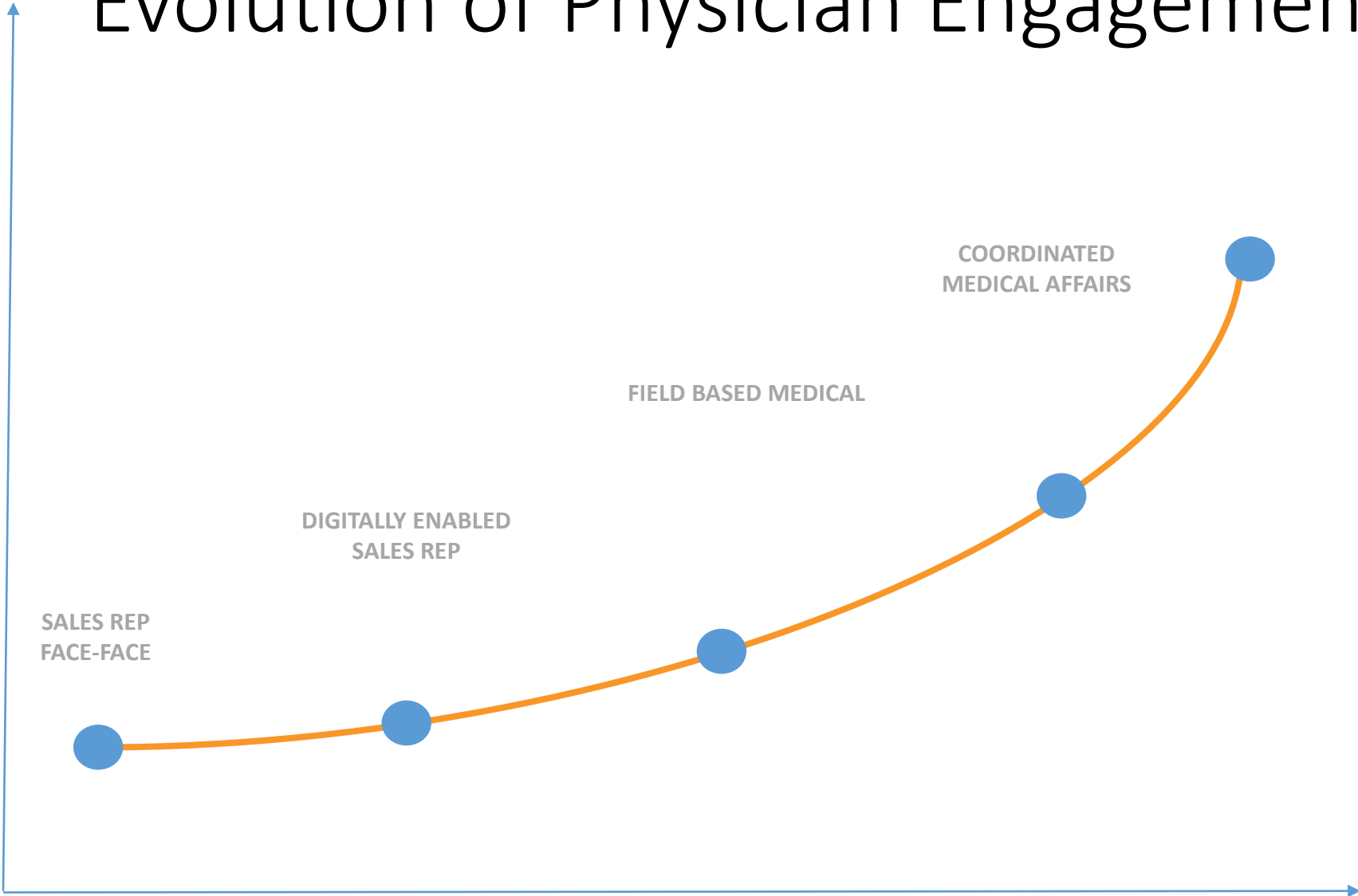
Adapted from: Lev R, Winter-Sperry R. Off-label promotion vs. scientific exchange: Ensure effective and compliant medical affairs communication

# Influence of Stakeholders has Changed

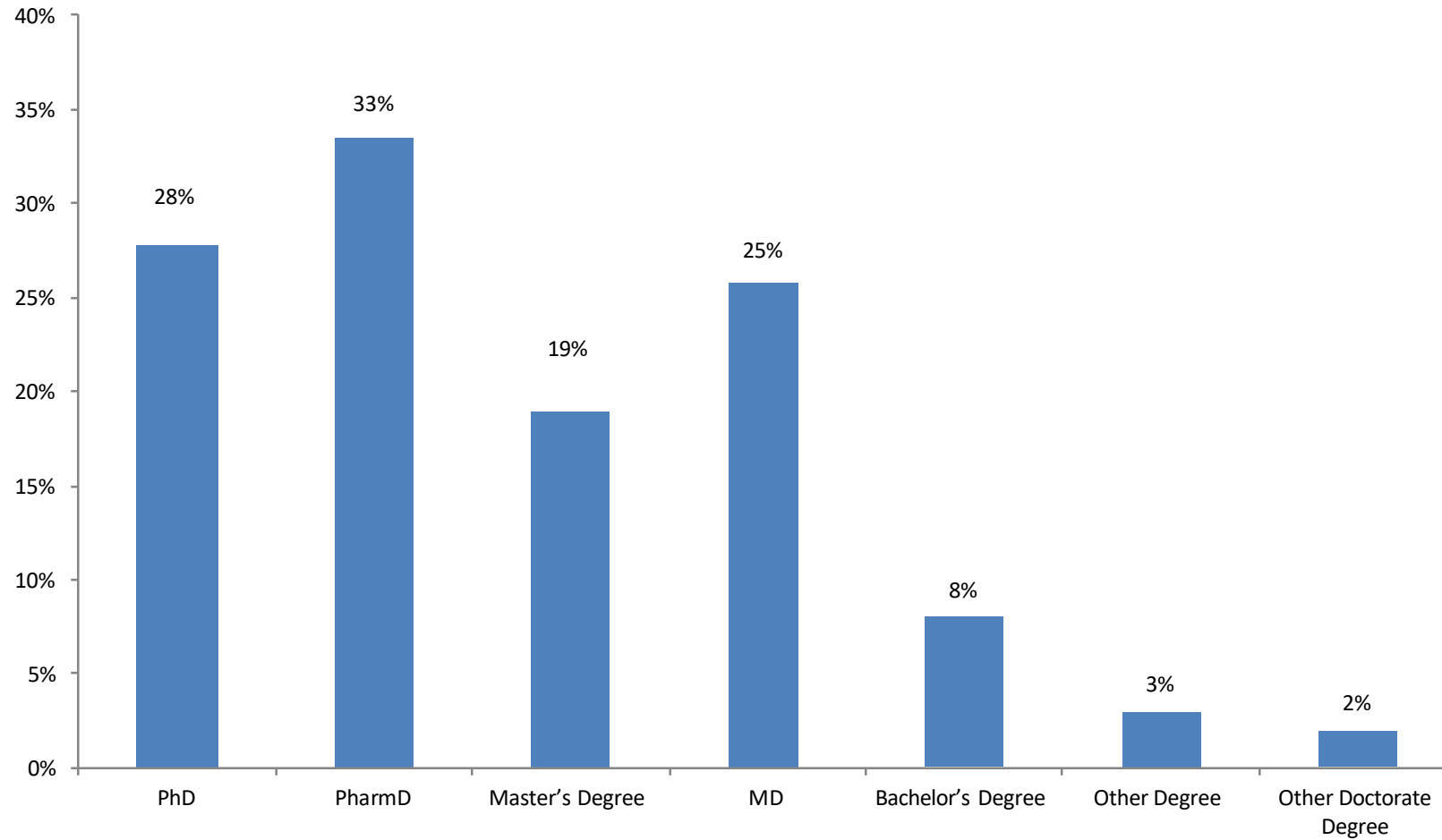




# Evolution of Physician Engagement



# Medical Affairs by Degree: **Increasing Competition**



# Board Certification Program in Medical Affairs (BCMAS)

- What is it?
  - The BCMAS program is the only board certification program developed by the the Accreditation Council for Medical Affairs (ACMA) in conjunction with the Apotheker Group.
  - It is the most comprehensive medical affairs program in the industry.

# Who is Eligible?

- To be eligible for the program, you must meet the criteria below:
  - MD or DO, PhD, or PharmD Professional
- OR
- Student enrolled in an accredited academic doctoral program\*
  - MD
  - PharmD
  - PhD
  - DO

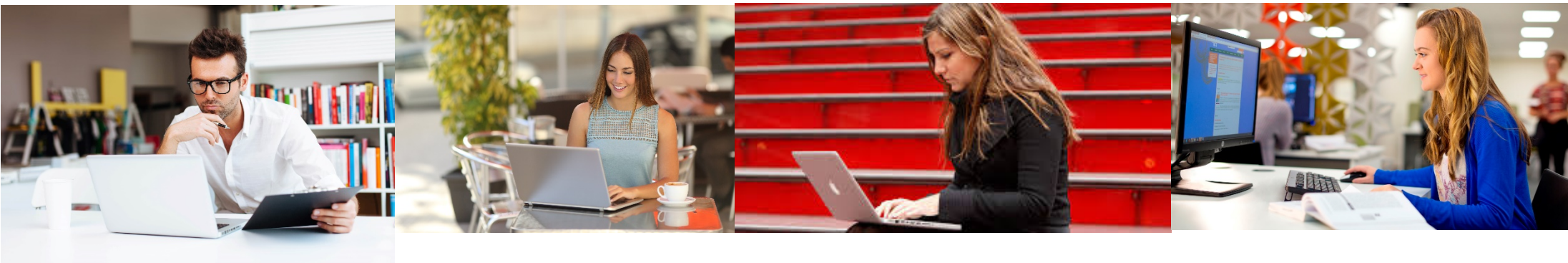


**Jennifer Smith, PharmD, BCMAS**

*\*Students: Professional designation may be used after graduation from doctoral program.*

# BCMAS Program

- The program consists of 20 Different Modules
- A final exam with at least an 80% passing rate is required to achieve board certification.
  - The exam consists of approximately 90 questions.
  - It is offered worldwide via Online Proctoring by a testing provider.
- The entire program is Online & Self-Paced
- Maintenance Required (Recertification every 5 years)



# Areas of Focus- Some Highlights

- Twenty Modules in Total Covering a variety of important concepts in medical affairs including:
  - Rules Governing Interactions with Health Care Providers
  - Health Economics Outcomes Research
  - Evidence Based Medicine & Clinical Trial Designs
  - Regulatory Affairs & Compliance
  - Medical Device & Diagnostics Industries
  - Medical Science Liaisons & Medical Information
  - REMS & Pharmacovigilance





# Advisors/Contributors to BCMAS Development



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# Thank You

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For more information about the **BCMAS** Program visit:

[www.medicalaffairsspecialist.org](http://www.medicalaffairsspecialist.org)

**ACMA**  
Accreditation Council for Medical Affairs