

Video Podcast - Executive Summary

MAPS currently produces the "Elevate" audio podcast, which features strong technical content. This plan outlines a move to a video-first format that aims to increase engagement, expand reach, and establish MAPS as the leading thought leadership platform for Medical Affairs professionals. Throughout this process, we will maintain a non-promotional and peer-driven approach, which is highly valued by the community.

Unique Value Proposition:

- Peer-to-peer knowledge exchange (not company promotion)
- Practitioner perspectives across company sizes and therapeutic areas
- Timely discussion of emerging trends affecting day-to-day work
- Accessible format that respects busy professionals' time

Frequency: Bi-weekly (26 episodes)

Core Principles:

1. **Practitioner-first:** Every episode features working Medical Affairs professionals sharing real experiences
2. **Non-promotional:** Strict guidelines preventing company or product promotion
3. **Actionable:** Listeners leave with specific insights applicable to their work
4. **Conversational:** Natural dialogue, not formal presentations
5. **Current:** Topics reflect what's happening now in the field

Show Format and Structure

Podcast Name: *"Medical Affairs...Unfiltered"*

Primary Format: 30–45-minute conversational video podcast featuring current events, trends, and real-world insights from Medical Affairs professionals

- MAPS host (staff employee)

- 1-3 guest practitioners from different organizations
- Structured but conversational flow

Episode Structure:

00:00-02:00	Cold open: Brief highlight clip
02:00-04:00	Introduction and context setting
04:00-08:00	Segment 1: The challenge/trend/topic
08:00-22:00	Segment 2: Practitioner perspectives and experiences
22:00-32:00	Segment 3: Solutions and approaches
32:00-38:00	Segment 4: Looking ahead and implications
38:00-40:00	Rapid-fire "takeaways" and closing

Primary Themes (rotate across episodes):

1. **Field Excellence:** MSL strategies, engagement approaches, omnichannel integration
2. **Evidence and Insights:** Real-world evidence, publications, medical information
3. **Cross-Functional Navigation:** Working with commercial, R&D, compliance
4. **Digital Transformation:** AI, data analytics, technology adoption
5. **Leadership and Career:** Team building, career progression, organizational influence
6. **Launch and Strategy:** Therapeutic area strategies, launch planning, value demonstration

Development Process:

Week 1: Topic ideation

- Consult PDC for trending discussions
- Review recent conference themes and industry news
- Survey volunteer committees for burning questions
- Track search trends and LinkedIn conversations

Week 2: Guest recruitment

- Identify practitioners with relevant experience
- Balance company sizes, therapeutic areas, career levels
- Ensure geographic and functional diversity
- Secure commitments 6-8 weeks in advance

Week 3: Content development

- Create discussion guide (not script)
- Pre-interview guests for perspective gathering
- Develop 3-5 core questions with sub-questions
- Prepare relevant data points or recent news hooks

Week 4: Production preparation

- Technical testing with guests
- Share recording guidelines
- Finalize visual assets

Sample Episode Topics:

1. **"Navigating the AI Hype: Practical Applications in Medical Affairs Today"**
 - a. What's actually working vs. what's theoretical
 - b. Implementation challenges and solutions
 - c. Building internal support for pilots
2. **"The Cross-Functional Tightrope: Medical Affairs in Product Launch"**
 - a. Timing and scope of medical involvement
 - b. Maintaining independence while supporting launch
 - c. Case examples from recent launches
3. **"Measuring What Matters: Beyond Activity Metrics in Field Medical"**
 - a. Evolving from counting interactions to demonstrating impact
 - b. Data sources and methodologies
 - c. Communicating value to leadership
4. **"The Evolving KOL Landscape: Influencers, Digital Opinion Leaders, and Patient Advocates"**
 - a. Identifying and engaging new types of influencers
 - b. Digital engagement strategies
 - c. Balancing traditional and emerging stakeholders

Talent Strategy

Host Criteria:

- MAPS staff members

- Strong facilitation skills (more important than on-camera experience)
- Credibility across different functional areas
- Commitment to 6-12 month rotation

Host Pool: Develop rotating group of 4-6 hosts

- Ensures consistency if one is unavailable
- Provides variety in perspectives and styles
- Distributes workload across volunteer community
- Allows for specialization (e.g., certain hosts for certain topics)

Host Training Program:

- On-camera presence workshop (2 hours)
- Interview technique coaching (1 hour)
- Technical platform training (1 hour)
- Shadow existing episodes before hosting
- Ongoing feedback and development

Guest Recruitment Strategy

Sourcing Channels:

- MAPS volunteer committees (primary source)
- Conference speakers
- Member referrals and nominations

Guest Criteria:

- Current practitioner in medical affairs (not vendors/consultants)
- Relevant experience with episode topic
- Willingness to share authentic perspectives (not corporate messaging)
- Diverse representation (company size, therapeutic area, geography, career level)

Recruitment Process:

1. Identify potential guests 8 weeks before recording
2. Send personalized invitation with topic overview

3. Schedule 15-minute pre-call to align expectations
4. Provide recording guidelines and logistics
5. Follow up with technical check 1 week before
6. Send thank you and share final episode

Guest Agreements:

- Clear anti-promotional guidelines
- Release form for recorded content
- Understanding of editing rights
- Agreement to share episode within their networks

Intentional Representation:

- Rotate between large pharma, mid-size biotech, and emerging companies
- Include perspectives from different therapeutic areas each month
- Feature various career levels (early-career through executive)
- Represent international Medical Affairs practitioners
- Balance gender representation
- Include diverse functional expertise (MSLs, publications, HEOR, medical information, etc.)

Distribution and Promotion

YouTube (Priority #1)

- Full episodes in native video format
- Create dedicated MAPS channel with consistent branding
- Optimize titles, descriptions, tags for search
- Enable chapters for easy navigation
- Encourage comments and engagement
- Create playlists by content pillar

MAPS Website

- Embedded videos with enhanced show notes
- Downloadable resources mentioned in episodes

- Link to related MAPS content (articles, webinars)
- Serve as central hub for all podcast content

Spotify, Apple, and others

LinkedIn (Clips + Promotion)

- 2-3 minute highlight clips
- Episode announcements with key takeaways
- Tag guests and encourage sharing
- Leverage MAPS company page and employee networks

From Each Episode, Create:

- **Full video episode** (YouTube, Spotify, Website) - 35-40 min
- **Audio-only version** (Apple Podcasts, Spotify) - 35-40 min
- **3-5 short clips** (LinkedIn, YouTube Shorts, Instagram) - 60-90 sec each
 1. Best insight/quote from each guest
 2. Key takeaway or actionable tip
 3. Controversial or thought-provoking moment
- **Written content:**
 1. Detailed show notes with timestamps
 2. Transcript (for accessibility and SEO)
 3. Quote graphics for social media (3-4 per episode)
 4. Newsletter summary with episode highlights
- **Supplementary resources:**
 1. Reading lists or resources mentioned
 2. Templates or frameworks discussed
 3. Links to related MAPS content

Guest Experience

Pre-Recording Support:

- **8 Weeks Before:** Invitation and topic discussion
- **6 Weeks Before:** Formal confirmation and calendar hold
- **4 Weeks Before:** Send discussion guide and background materials
- **2 Weeks Before:** Pre-interview call to align on key points

- **1 Week Before:** Technical setup test and final logistics
- **2 Days Before:** Reminder email with Zoom/Riverside link and tips

Recording Day Kit (sent via email):

- Recording platform link and backup options
- Technical troubleshooting guide
- On-camera best practices (lighting, framing, background)
- Discussion guide with key questions
- Estimated timing and format

Recording Day Experience:

Setup (15 minutes before):

- Technical check (audio, video, lighting)
- Brief warm-up conversation
- Review discussion flow and any updates
- Address any questions or concerns

Recording (45-60 minutes):

- Professional but relaxed atmosphere
- Host guides natural conversation
- Flexibility to go deeper on interesting points
- Producer monitors technical quality
- Capture few false starts or errors (handled in editing)

Wrap-up (5-10 minutes):

- Thank guests for participation
- Preview post-production timeline
- Discuss sharing and promotion plans
- Collect any feedback or suggestions

Post-Recording Communication:

- **Within 48 hours:** Thank you email with preliminary timeline
- **1 week after recording:** Share rough cut for review (if desired)
- **2 weeks after recording:** Final episode published
- **Launch week:** Share episode links and social media assets
- **1 month after:** Share performance metrics and engagement data

Recognition and Appreciation:

- Feature guest bios prominently in show notes
- Create shareable graphics highlighting their participation
- Recognize top-contributing guests at annual meeting
- Provide letters of participation for professional portfolios

Governance and Guidelines

Content Approval Process:

- Topics selected by MAPS content team (not influenced by sponsors)
- No sponsor or company veto rights over content
- Editorial decisions made in service of member value
- Transparent process for topic selection

Anti-Promotional Guidelines:

- No discussion of specific products by name (unless medically relevant to discussion)
- No company promotion or positioning
- Focus on practices, challenges, and solutions (not companies)
- Guests speak as individual practitioners, not company representatives
- Hosts empowered to redirect promotional content

Conflict of Interest Management:

- Disclose any relevant financial relationships at episode start
- Avoid having multiple guests from same company (unless specific case study)
- Balance perspectives across competitive landscape
- Maintain arms-length relationship with industry partners