

Navigating the Landscape of Medical Insight

SLIDE SNAPSHOT

By CELforPharma faculty member Chris Toller, leading international Medical Affairs consultant

What insight is ...

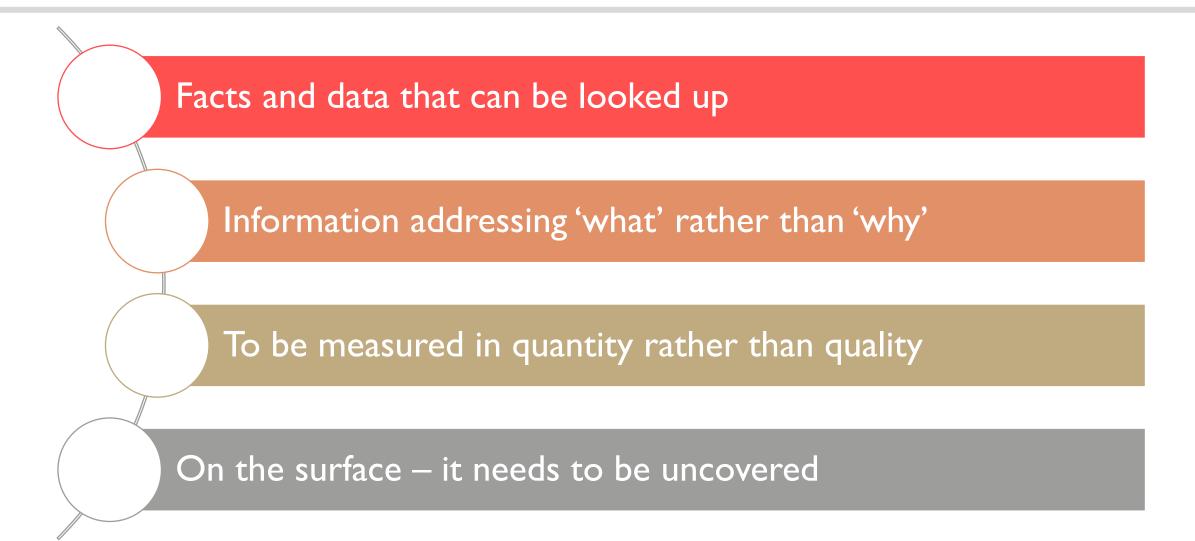
The ability to discern the true nature of things

Understanding cause and effect within a specific context

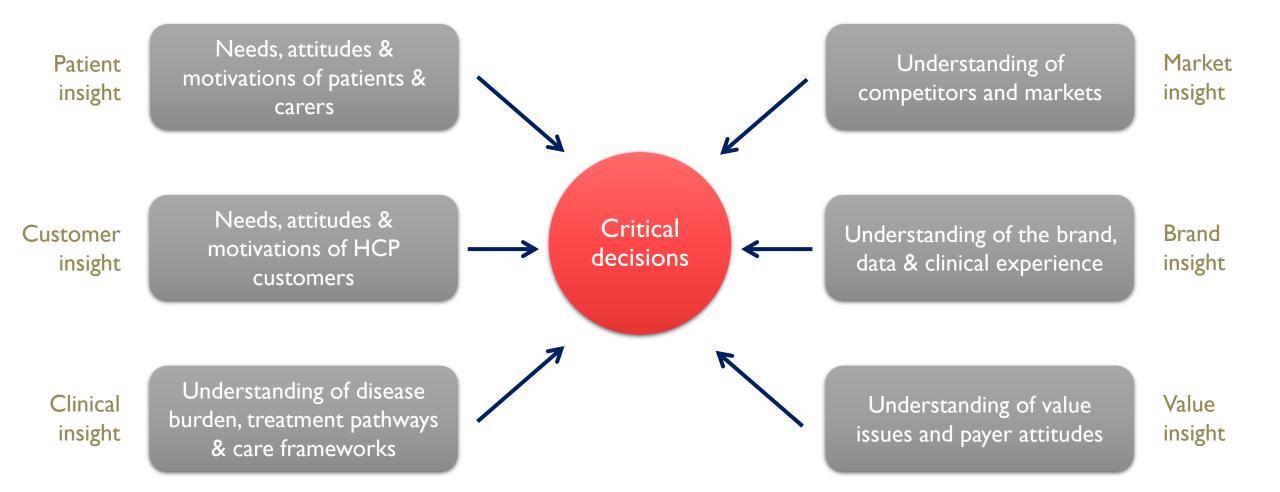
An accurate and deep understanding of a complicated situation

A discovery about the underlying motivations that drive people's actions

What insight is NOT ...



Components of medical insight



Optimizing the internal flow and visibility of medical insight



Build relationships & establish lines of communication



Thank you!

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Or contact Inge Cornelis, Director Client & Product Projects at CELforPharma