

**Magali PACANOWSKI FOURNIER**

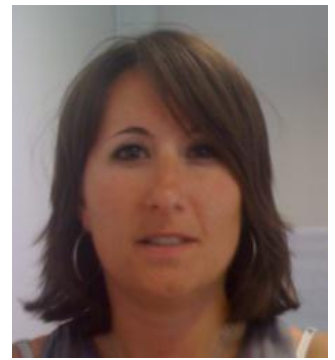
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39 years old – Married

Driving license



## Doctor in Pharmacy Founder MEDI3C



Fluent in english

### Skills

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<b>Scientific Knowledge</b>	<ul style="list-style-type: none"><li>• Thorough ability to understand, analyze and synthesize high level scientific data</li><li>• Capabilities in immuno-rheumatology, internal medicine, ophthalmology, pediatric rheumatology</li></ul>
<b>Business</b>	<ul style="list-style-type: none"><li>• Build &amp; lead medical projects: symposia, data generation...</li><li>• Driving Ad boards, conduct meetings with KOLs</li><li>• Business intelligence</li><li>• Fully involved in business development &amp; planning</li><li>• Collaboration with marketing &amp; sales departments</li></ul>
<b>Relational / interactions</b>	<ul style="list-style-type: none"><li>• Interactions with physicians, KOL, patients' associations</li><li>• Interactions with customers</li><li>• Interactions with providers</li><li>• Privileged Interactions with the Headquarters (EU &amp; global)</li></ul>
<b>Communication</b>	<ul style="list-style-type: none"><li>• Strategic recommendations</li><li>• transversal meeting driving</li><li>• Project management</li><li>• Budget &amp; planning management</li><li>• Training: initial and follow-up, during seminars</li></ul>
<b>Regulatory / Market access</b>	<ul style="list-style-type: none"><li>• Kick-off meetings with marketing &amp; regulatory teams to initiate projects</li><li>• Analysis of the development plan to build the MA strategy</li><li>• Management of transparency dossiers with market access team</li></ul>
<b>Clinical development</b>	<ul style="list-style-type: none"><li>• Build &amp; lead medical projects: trials</li><li>• Management of affiliate feasibility study</li><li>• Management of investigators' meetings</li><li>• Analysis of the data gaps to be fulfilled</li></ul>

## **WORK EXPERIENCES**

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### **Founder : MEDI3C**

(Feb 19 – now)

### **Medical Advisor immunology (Humira®): AbbVie**

(Sep 2016 – Dec 18)

#### **Medical strategy**

Redaction of the medical plan for the rheumatology for 2017 & 2018

Redaction of the medical plan for the launch of the pediatric uveitis indication

Creation & implementation of a medical communication

#### **Transversal collaboration within the team**

Active participation to the monthly brand team rheumatology

Active participation to build a commune strategy between rheum team & derm team for the PsA

Active collaboration with marketing & regulatory teams to create promotional & environment documents

#### **Medical project management**

Follow-up of IIS and collaboration with KOL to submit projects to global teams

Support to publication

Management of encore abstracts: 3 out of 3 submitted abstracts submitted have been accepted at the French congress of rheumatology (referent within the European region for the colleagues who would have liked to submit abstracts and were unsure of the process)

Management of medical project, from the idea to the realization

Management of SFR symposia + medical booth

Writing, in collaboration with Market access team, of the reimbursement dossier for the last indication of pediatric uveitis

Management of the interactions with the French society of rheumatology (contracts for cohorts/registries...)

### **Medical Affairs Manager France BU immunology & inflammation (Otezla®) Celgene**

(Dec 2014- Aug2016) : Responsible for all medical activities in rheumatology :

#### **Training activities :**

Collaboration with Training department and its vendors in order to create the full training materials for sales reps, KAMs, Area managers and MSL.

Collaboration with the core team to build and conduct the continuous training within the year

Active involvement in all training sessions (medicals contents and communication/posture skills) within the year

#### **Medical strategy**

Strong involvement in the redaction of the I&I (PsA & AS) Medical plan, including pre-launch and launch strategies

Stand as a referent for psoriatic arthritis (support for all European and French business partners)

### **Transversal collaboration within the team**

Active participation into :

Core team : operational team whose mission is to guarantee the implementation of our strategy and follow-up closely all operational activities.

LTI<sup>2</sup> (launch team I&I) : active participation while there was no medical director.

DP4F (strategic plan) : active engagement into all brainstorming sessions, construction of the plan itself, operational declination .

Seminars : active participation as a medical expert (planning, sessions animations (Q&A, trainings, projects presentations...)

Daily interaction with others department : marketing, communication, sales, market access, market research, regulatory team...

### **Medical project management**

IIT (investigator initiated trial) : medical support to experts by developing IIT programs in accordance to our strategy in partnership with IIT team : CDA signature, contract, internal process

Strategic Ad boards : selection of a vendor, identification of the experts, full organization and follow-up of the project with the vendor.

Partnerships projects (webcasts, cascading PR projects)

Real world data evidence generation : discussion with different networks (SFR, CRI...) on registries, cohorts that Celgene might run to secure our reimbursement rate & price over the long-term.

Abstracts on French congresses : 3 out of 3 submitted abstracts submitted have been accepted at the French congress of rheumatology

Grant for research : discussion with the SFR (French society of rheumatology) to create a research grant with Celgene institutional support, together with the SFR scientific committee.

Symposium on PsA organized during the Viggo Petersen congress.

Trials management in collaboration with the clinical trial department :

Behcet phase III study : participation to the initial visit of the center, follow-up the inclusion.

Answer to Celgene global team request regarding trials feasibility

### **KOL management**

Strong collaboration with the main rheumatology & internal medicine experts ( regular visits, discussion with them on our approach, on project we could run together... )

Active participation to European, American and French rheumatology congresses : SFR, EULAR, RIIP, JNR, Gent (for AS), ACB.

### **MSL Management**

Introduction of the new MSLs to the key experts of their area

**Medical referent for the team, upon request :**

Participate in the redaction of redaction of the Market access folder.

Advices on experts selection for various projects.

Medical information on demand

Representation to internal events

Transversal training for oncology medical team on aprémilast

**Medical manager France / North Africa TA Inflammation (Kineret®) Sobi**

(Nov 2010 – Dec 2014)

**Office activities:**

**National & international Ad boards** (WAK Board, RA Board, Gout Ad Board, Schnitzler's meeting)

Writing of the invitation, budget definition & planning and management of the meeting. These meetings have strategic goals: the life cycle management of the product (ISS planning, clinical trials, new indication development...)

**Participation to the Brand plan definition in collaboration with the marketing team**

Strategic meetings inside the French affiliate and in the international brand team (members are all the medical and marketing responsible for the product of the different affiliates).

Participation to the communication plan.

**Interaction with the French Health authorities / market access:**

With the "ANSM":

- Audited during different inspections
- Preparation of different files to prepare "RTU"

With the "HAS"

- Presentation of the transparency dossier for a new indication for Kineret during a scientific advice

With the "CEPS"

- Présentation du profil médico-économique de Kineret
- Présentation de la nouvelle indication

**Managing the off label use**

- Promotion of the good practices to physicians and reps.
- Responsible of the quality of medical answers.
- Work with the references centers on cohorts, recommendations...

## **Field activity – in cooperation with the sales representatives :**

### **Team work**

- Main centers visits
- Hospital meeting with an adapted content defined with the head of the service.
- Strong Support in the regional action plan (to help defining priorities, split the resources...)

### **Initial and follow-up training of the sales forces**

- As the national reference I am responsible to maintain a high quality of our reps knowledge.

### **KOL reference for the product :**

- Support in creating recommendations (literature supply, logistic help ...)
- Support in managing prescription in rare diseases : putting in contact physician, literature supply for the reimbursement authority ...
- Support in different kind of projects: PHRC, cohorts publication...

### **Sobi medical representative in national & international congress :**

On Sobi booth, attending to the scientific sessions (personal training)

### **Creation of quarterly newsletter of each therapeutic area of Sobi :**

These newsletters are for the sales reps to help them being updated on the environment, competitors...

Responsible for the coordination of all the project and of the writing of the inflammation one.

### **Business intelligence**

By all the ways possible

## **Project manager « Groupe Impact Medecine » –communication & partnership department**

(JAN 08 - NOV 2010)

### **Creation of paper/web communication supports for healthcare professionals, in collaboration with pharmaceutical industry**

- On a therapeutic class or a specific product,
- On a pathology,
- On a congress,

Management of the project: from the client brief to the delivery of the document.  
Writing with or without experts, management of the graphic creation with the studio

### **Management of experts committee for the creation of specific journals (sport medicine, psychiatry, healing, addiction studies ...)**

- Research of the right experts on the thematic
- Creation of the editorial board and choice of the content
- Management of the board : writing, re-writing, maquette, consolidation

Management of the project from the client brief to the end of the contract  
Anticipation of the client needs

### **Responsible of the pharmacovigilance (Back-up of the medical director):**

- Respect of the procedure
- Scoring the imputability score
- Declaration, Follow-up of the cases

### **Responsible of the medical information**

### **Work on a symposium during a national congress**

- Choice of the themes
- Choice & management of the speakers
- Management of the follow-up article from the writing to the publication

#### **Privileged contact from the Head Quarter**

- For the medical projects
- For the strategy
- ...

#### **Build strong interactions with physician associations:**

- CRI, RaDiCo...

#### **Launch of a new indication :**

- Creation of the European training slide kit
- KOL information,
- Hospital meetings to train the physicians
- Training the Sobi people

#### **Management of table discussion / healthcare professional training**

- Research of the right experts on the thematic
- Management of the service provider : recruitment and the logistic aspect,
- Creation of the support and moderation of the table discussion
- Management of the follow-up actions

### **Medicine project manager at Capitalimage**

(AUG -DEC 07)

#### **Internet website creation (Abbott, GSK, Ferring...)**

- On a therapeutic class (Parcours bon usage Anti TNF)
- On a pathology
- On a special event

Management of the project from the client brief to the on-line website and its promotion.  
(Responsible for the content, the design (work with a web designer))...

#### **Communication manager for different teams of GSK pharma**

- Event
- Product launch
- Press conference ....

Management of the project from the client brief to the end of the contract  
Anticipation of the client needs

### **Trainee Servier International (Avril 06-Juin 07)**

March 07–June 07 **Trainee as Junior product manager - International marketing- Preterax®**  
(3 months)

- **Participation to KOL meetings**
- **Creation of design documents: CD covers...**
- **Creation of a scientific dossier**

From a summary defined during the brand plan, writing of a scientific document on ADVANCE study for the physicians

April 06–March 07 **Trainee as communication manager at the CSI department (« Communication Scientifique Internationale »)**  
(11 months)

- **Help writing the communication plan**
- **Work on an expert pool for a product launch**
- **Synthesis of the communication on cardiovascular products**
  - ✓ Congresses summary,
  - ✓ Presentation & analysis of the results to the teams
- **Participation to different congresses**  
Journées HTA, Journées Européennes de la Société Française de Cardiologie, Workshop Safar
- **Participation to international congress preparation**
  - ✓ Writing of documents such as « Not to be missed » (leaflet presenting the different Servier events of a congress) and the abstract book
  - ✓ Participation to the logistic part

### **Trainee at the training department - Abbott Hospital Division**

JUN 05 - MAR 06

Participation to the update of the training material

## **TRAINING**

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- ✓ **January – December 2020** : Executive coaching - HEC
- ✓ **January 2020** : Accreditation Insights Discovery®
- ✓ **Oct 2013 – June 2014**: DIU (master Degree) CRI biotherapies
- ✓ **July 2013** : pharmacovigilance training by For Drug Consulting
- ✓ **July 2013**: project management training by DEMOS
- ✓ **Oct 2012 – June 2013**: DIU CRI: “in depth study of polyarthritis and others systemic diseases”
- ✓ **July 2011**: Doctoral thesis in pharmacy obtained with the jury congratulations « place of the risk management plan in a product launch communication: exemple of Ruconest® »
- ✓ **2005-2007**: Master pharmaceutical Marketing Châtenay-Malabry (M1-M2)
- ✓ **2007**: Pharmacy studies faculty Paris XI - Châtenay-Malabry
- ✓ **1998-2000** : PCEM1 faculty Paris VI - Pierre et Marie Curie
- ✓ **1998**: high school diploma in sciences : Francois Joseph Talma Highschool
  
- ✓ **Languages**: English read/write/ spoken  
Scolar german
- ✓ **Computer science**: Windows Environment, Pubmed

## **SPARETIME,**

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Scuba diving: federal instructor  
Horse riding, golf  
Reading, movies, museum  
Coaching of students,  
supervisor of thesis...