



# Magic of Cyber Security and Medical Affairs friendship

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This webinar will be recorded



## Recording consent

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The webinar will be recorded and by attending you have given permission for recording.



## Disclaimer

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The views expressed in this webinar are those of the presenter and are not an official position statement by Cognedt.

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# Housekeeping

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## Questions for presenter

- Please use group chat to post your questions or raise the hand by using tool bar at the end of the presentation

## Feedback

- Please provide feedback on the webinar to email [rahela.penovski@cognedt.com](mailto:rahela.penovski@cognedt.com)

## On-demand availability of the webinar

- Recording will be available in LogyTalk library after the session

## Presenter

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**Rahela Penovski**

Founder and Managing Director





# Presentation objectives

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The session will provide food for thoughts by

- ✓ Opening the dialog on controversial topics – what cyber security means for medical affairs and whether they can go along with each other
- ✓ Providing some examples
- ✓ Unleashing opportunities for better understanding and collaboration between experts in cyber security and medical affairs



# Setting the scene

Let's get started

# What is Cyber Security

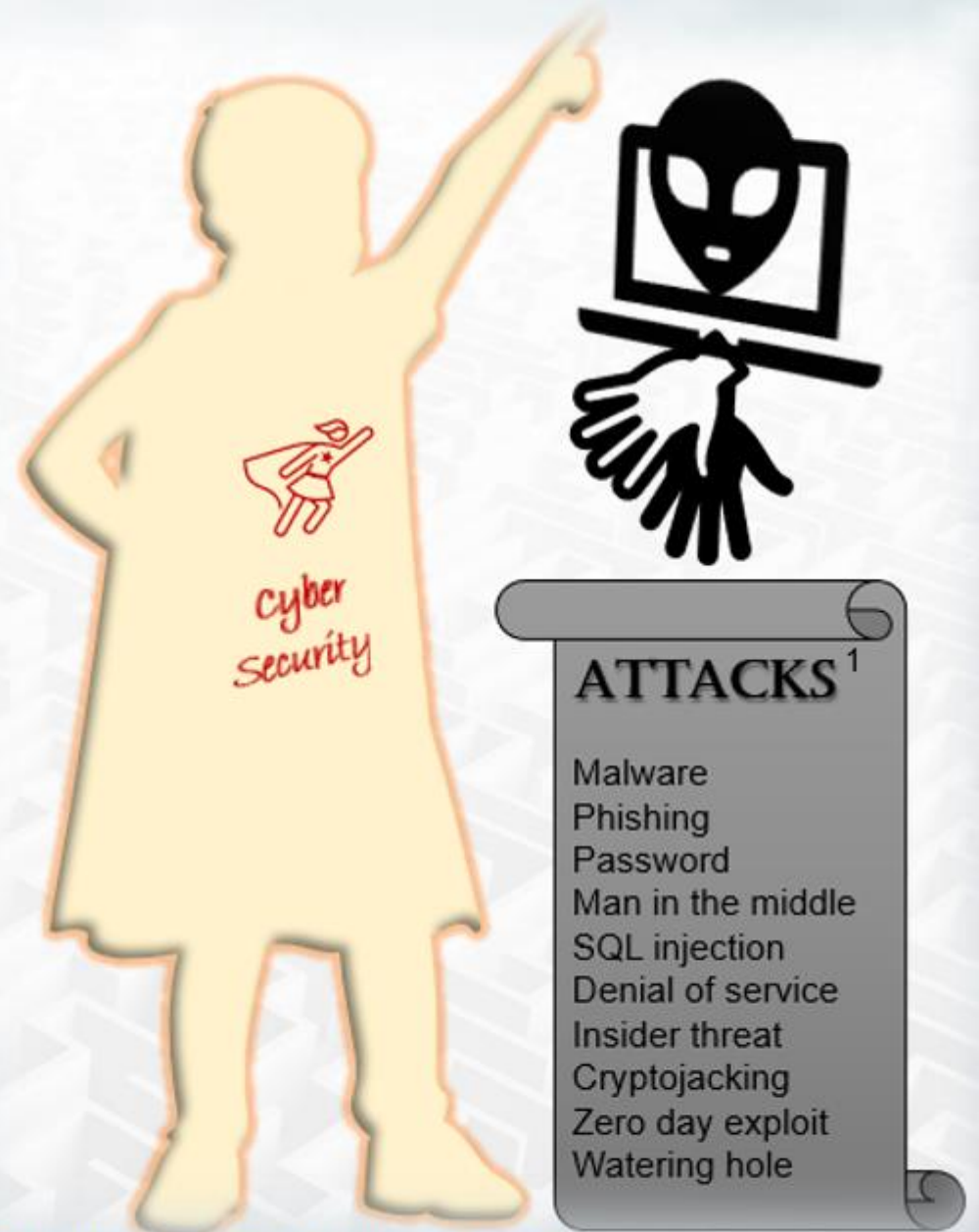
It is:

- a good practice how individuals and organisations reduce the risk of cyber attack <sup>1</sup>
- computer systems and networks protection from information disclosure, theft, unauthorised access, fabrication or damage to their hardware, software, or electronic data, as well as from the disruption or misdirection of the services they provide <sup>1</sup>
- five core functions: Identify, Protect, Detect, Respond, and Recover <sup>2</sup>





# Complexity of Cyber Security



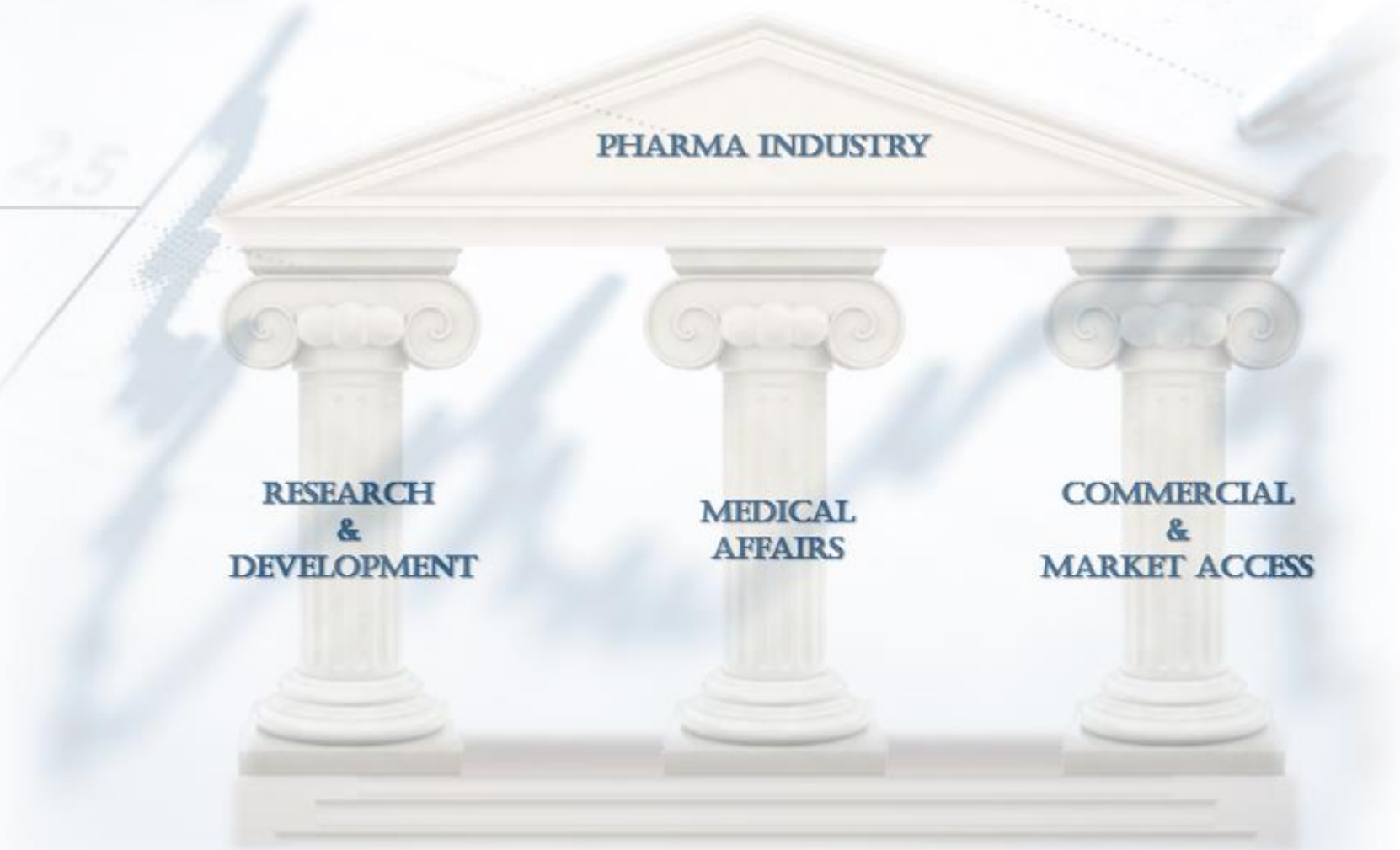
## ATTACKS<sup>1</sup>

Malware  
Phishing  
Password  
Man in the middle  
SQL injection  
Denial of service  
Insider threat  
Cryptojacking  
Zero day exploit  
Watering hole

1. Shruti M, 10 Types of Cyber Attacks You Should Be Aware in 2023, <https://www.simplilearn.com/tutorials/cyber-security-tutorial/types-of-cyber-attacks#:~:text=2.,attack%2C%20and%20SQL%20injection%20attack>. [Accessed 25 October 2022]

# What is Medical Affairs

- One of three strategic pillars of the organisation alongside Research & Development, Commercial, and Market Access <sup>1</sup>





# Complexity of Medical Affairs

- Highly strategic
- In-market data generation
- In-market monitoring





# Friends or foes

Can Medical Affairs and Cyber Security go along with each other?



# They have in common

## information

- personal identifiable information
  - basic
  - restricted
  - sensitive
- proprietary information
  - approved for public release
  - confidential
    - low
    - medium
    - high - critical and sensitive

## infrastructure, applications network, cloud IoT/IoMT

- using, protecting

## values

- safety, integrity, transparency, respect, performance

# They complement

- Medical affairs is user
- Cyber Security is protector



# They argue

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- Expectations
- Execution
- Timing
- Cost



A background image showing a home gym setup on a wooden floor. In the foreground, there are two blue dumbbells and a rolled-up teal yoga mat. In the background, a laptop is open, displaying a grid of small images, possibly a photo gallery or a social media feed. The scene is softly lit, creating a warm and inviting atmosphere.

# Examples

What happens when...



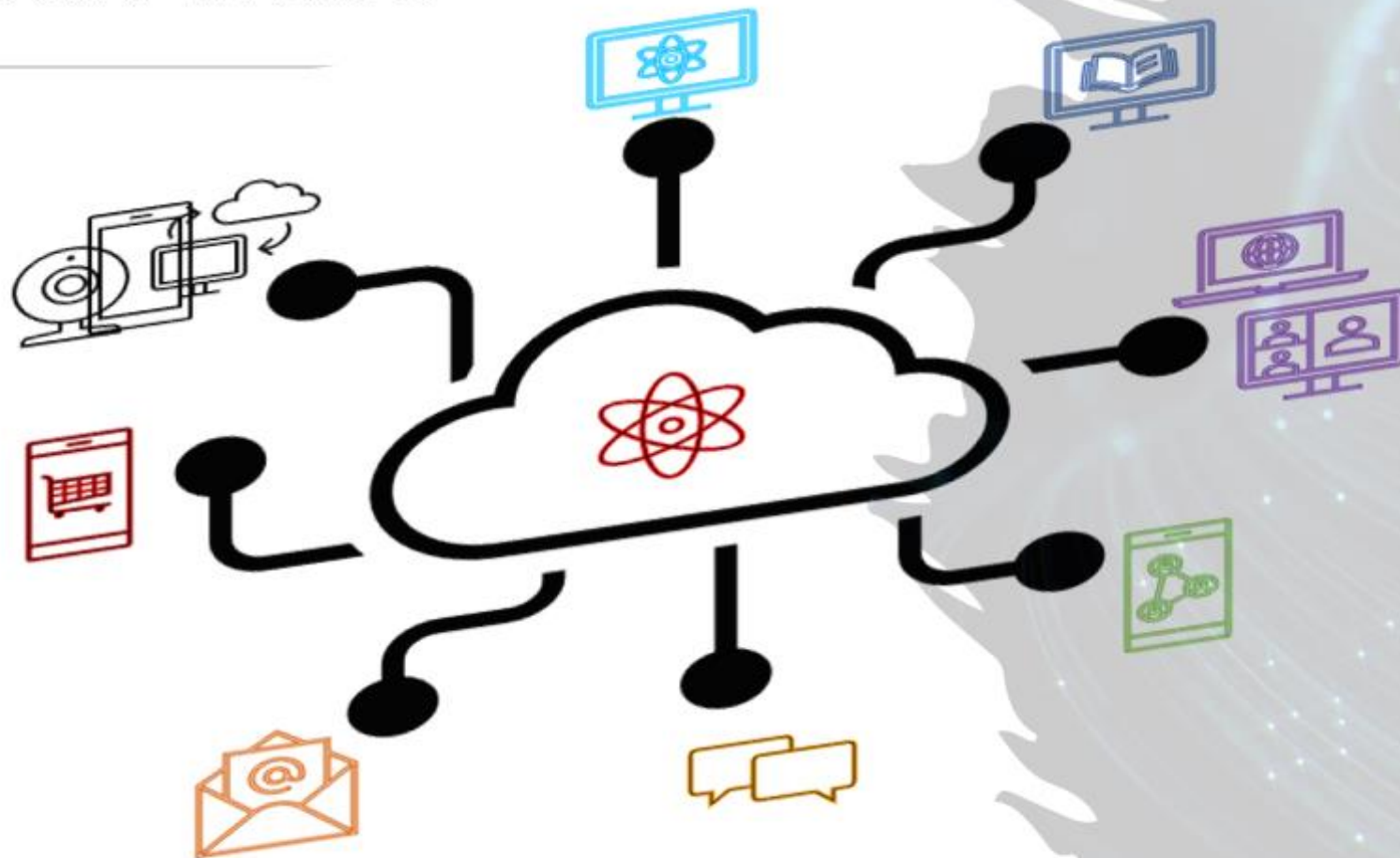
# Network - communication channels

hard copy vs digital world




- email (1:1; 1:many)
- SMS and MMS messaging
- web-site – static, dynamic and interactive
  - text
  - picture
  - sound
  - videos
  - chatbot
  - life chat
- web-events – instream and recorded
  - meetings (1:1, group)
  - conference
  - symposia
  - congress
  - lectures/webinars/training
  - advisory boards
- social media
  - posting
  - responding
  - sharing
- eCommerce
- IoT/IoMT
- F2F
- letter
- card
- package
- audio/visual record
- telegraph
- phone/mobile calls

# Omnichannel in Medical Affairs







# Key Messages

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- **Resonance**

- The user/protector resonance created between Medical Affairs and Cyber Security builds their trust

- **Trust**

- When trust is built, full potential of digital transformation is unleashed

- **Partnership**

- And the sealed friendship between Medical Affairs and Cyber Security creates magic



# Thank you

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