
Helena Zaldivar-Alcantara M.D.

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Profile

Helena Zaldivar-Alcantara is Medical Doctor, with specialty in Internal Medicine and subspecialty in Nephrology. She has practiced clinical medicine and has in clinical research.

Helena has a strong scientific base, which has allowed her to successfully engage with healthcare professionals and international opinion leaders.

As a Regional Medical Liaison she simultaneously managed several projects beyond her core responsibilities, encompassing several therapeutic areas in Mexico and Intercontinental Region.

She has ample experience in developing and presenting educational resources, in the appropriate dissemination of clinical and scientific information in a timely, ethical and customer-focused manner, complying with pharmaceutical industry's best practices.

Skills and areas of expertise

Scientific Literature review and evaluation	Opinion Leader engagement	Cross-functional Collaboration
Disseminating scientific data	Continuing Education and Training	Health Care
Effective communication skills	Develop clinical / educational programs	Academic partnerships

Experience

Regional Medical Liaison Cardiovascular, AMGEN Mexico — 2016-2017

Accountable for the success of scientific activities before the launch of Repatha in Mexico. Developed and maintained expertise in cardiovascular disease and PCSK9 inhibitors while providing highly technical scientific information to leading investigators and academic centers. Responsible for identifying and developing national opinion leaders in Cardiology, and Endocrinology. Accountable for carrying out 2 local and 1 regional scientific programs, with national attendees and national and international speakers. Responsible for engaging physicians, coordinating logistics, compliance with best practices and budget management. Presenter in meetings in academic hospitals, local endocrinology and cardiology societies,

and Amgen led workshops. Responsible for providing scientific information to decision makers in the national formulary.

Participated in the successful launch of Repatha in Mexico 2016. Responsible for engaging international opinion leaders in PCSK9 inhibitors and cardiovascular disease in preparation for the scientific launch, review of presentations in order to ensure the scientific information was balanced, as well as coordinating logistics and budget management. Accountable for compliance with international regulations regarding engaging HCP's.

Attended international congresses in which crucial clinical results were presented, and was accountable for the accurate dissemination of data and scientific discussion with physicians, providing critical feedback to regional and global medical areas.

Responsible mentoring and training of new hire RMLs in nephrology and cardiovascular therapeutic areas, sales force training, as well as RML training in the Intercontinental Region Collegium (Latin America, Turkey, Africa, Middle East).

Evaluated as Top Performer in 2016.

Regional Medical Liaison Nephrology, AMGEN Mexico — 2014-2016

Developed and presented CME Programs for health care professionals in close collaboration with national medical and nurse associations in nephrology. Responsible for academic program, compliance with best practices and budget management. The programs were accredited by nephrology associations due to the fair, balanced and objective scientific information.

Responsible for providing clinical information to payers and formulary decision makers, in cross functional collaboration with marketing and market access, achieving inclusion of Mimpara/Sensipar and Aranesp in one of the main institutional formularies.

In collaboration with Marketing, developed clinical resources which simplified the flow of information and followed updated international guidelines.

Responsible for organization of symposia during national congresses, engaging national and international opinion leaders. Presenter in symposia in national congresses. Preparation and review of scientific presentations for speakers, integrating balanced professional presentations while disseminating scientific data.

Produced Advisory Boards including identifying and inviting attendees, securing location, developing agenda, and other logistics.

Clinical Education Specialist, Baxter Mexico — 2013-2014 **Clinical Education and Renal Therapy Development**

Implementation and follow up of one national and one regional clinical program, developed to (1) improve peritoneal dialysis initiation and (2) decrease peritonitis rate according to

international guidelines, based on Continuous Quality Improvement. Accountable for training of clinical sales force, database management and data analysis.

Responsible for education and training of sales specialists in Renal Replacement Therapies (RRT), including expanded RRT-CRRT portfolio with Baxter-Gambro. Presenting disease management concepts in medical treatment to physicians, nurses, and patient support groups.

Teaching experience

Professor of Nephrology — 2014-2016

School of Nursing, Instituto de Seguridad y Servicios Sociales de los trabajadores del Estado (ISSSTE)

Curriculum for postgraduate education - Nephrology nurses. Basic anatomy and physiology, AKI, CKD and RRT.

Professor Advanced Training in Cardiology — 2008-2009

Superior School of Nursing and Obstetrics, Instituto Nacional de Cardiología Ignacio Chávez / Instituto Politécnico Nacional

Curriculum for specialized Operating Room nurses who assist in management of cardiopulmonary bypass machine during On-Pump bypass surgery.

Clinical Instructor Nephrology —2008-2009

School of Medicine, Universidad Panamericana

Pharmacology instructor — 2006–2008

Medical School, Universidad Nacional Autónoma de México

Internal Medicine clinical instructor — 2006–2008

Medical School, Universidad Nacional Autónoma de México

Publications

Book chapters

[Chapter 75: Subarachnoid hemorrhage; Neurology. Manual of medical therapeutics and emergency procedures], Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán. 6 Ed. McGraw-Hill, México 2011

Scientific publications

Zaldívar-Alcántara H, Herrera-Jiménez LE, Dehesa-López E, Correa-Rotter R. [Risk factors for the development of thrombotic complications in patients with systemic lupus erythematosus and lupus nephropathy]. Rev Invest. Clin. 2013;65(3):199-208

Izaguirre R, Zaldívar H. [Editorial: Fibrinogen as cardiovascular risk factor]
Arch Cardiol Mex 2003;73 (1): 7-10

Clinical Research

Rate of fibrin polymerization in patients with venous thromboembolism and cardiac embolism. 2002-2003

Hematology Department, Instituto Nacional de Cardiología Ignacio Chávez, México City, México

Evaluation of the first year post preemptive renal transplant: Case-control study 2006-2007
Department of Nephrology and Mineral Metabolism, Instituto Nacional de Ciencias Medicas y Nutrición Salvador Zubiran, México City, México

Risk Factors for thromboembolic complications in patients with Systemic Lupus Erythematosus and Lupus Nephropathy 2007-2009

Department of Nephrology and Mineral Metabolism, Instituto Nacional de Ciencias Medicas y Nutrición Salvador Zubiran, Mexico City, Mexico

Education

Medical Doctor School of Medicine, — 2003
Universidad Nacional Autónoma de México, Mexico

Internal Medicine Residency, Internal Medicine Department — 2007
Instituto Nacional de Ciencias Médicas y Nutrición Salvador
Zubirán, Mexico

Nephrology Fellowship, Department of Nephrology and Mineral Metabolism — 2010
Instituto Nacional de Ciencias Médicas y Nutrición Salvador
Zubirán, Mexico

Languages

Spanish Native

English Fluent