

# Charting MSL Activity and Performance

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## Abstracts

A unique survey providing key insights and actionable intelligence. Access expert analysis and data analysis slides in MS PowerPoint and the full data tabulations in MS Excel.

Charting MSL Activity and Performance distils the key findings from one of the most comprehensive surveys of specialist Medical Science Liaison (MSL) personnel in the US and EU5 markets. Informed by the responses and experiences of 80 MSLs, this survey identifies critical variations in MSL activity and presents thought-provoking ideas for the improvement of MSL performance and assessment and how it might change in the future.

Medical Science Liaisons are now the most trusted face of pharma and provide a critically important communication channel with physicians in support of new brands. However, their role has diversified and companies are struggling to identify and measure key MSL outcomes that provide value. Against a background of increasing regulatory oversight, what are the main differences to be found in the US and Europe and what are the current and future approaches to performance measurement that are shaping and defining MSL activity?

Order today to gain insights on how to benchmark your MSL programme and apply engagement techniques used elsewhere.

### Gain Answers to Critical Questions

At what drug development stage is an MSL team established, how many brands do they handle and how does this differ between the US and Europe?

How do MSL performance measurement criteria change pre to post launch?

“Building new KOL relationships” is a critical post launch activity but what outcomes are sought and how is success measured?

To what extent do US and European views differ on MSL activity in CME, KOL education and publication programmes?

What performance criteria do MSL experts see as becoming increasingly important over the near term?

Has the rise of new stakeholders changed the way MSL performance is measured?

What metrics are companies using to demonstrate MSL value to internal stakeholders?

## Report Deliverables

Your report purchase gives you access to unique data and analysis that can be employed practically in your plans and briefings as well as hone your internal performance measurement systems:

**Data Report:** Clear, concise and easy to read tables and charts presented as MS PowerPoint slides with expert views on key findings

**Data Tabulations:** All the data provided in MS Excel

**Survey Questionnaire:** delivered as a PDF document

## Key Takeaways

Understand which MSL activities are seen as being most important in the US and Europe

Benchmark your own MSL programme and identify new ways to improve performance

Understand differing US/European attitudes in key areas such as payer engagement, KOL education, publication programmes and congress attendance, and challenge accepted norms

Examine the importance European MSLs place on training internal sales forces over their US colleagues

Identify the most widely used measurements for evaluating KOL engagement and feedback

Appreciate the current and future regulatory demands that are impacting MSL activity and prompting a rethink of priorities

Understand the current balance between quantitative and qualitative metrics used to measure MSL performance, and assess signals that may indicate a change in the type of metrics used in the future

## About the Survey

### Interview Methodology:

Data collected via a 10-minute internet-based questionnaire

### Screening Criteria:

Respondents were screened to ensure that they are MSLs or MSL managers / directors and their company has at least one company employed MSL

### Sample Distribution:

A total of eighty US/EU5-based MSLs and MSL managers who work for pharmaceutical companies ranked in the top 100 by revenue.

## Features of the Survey – Not Available Elsewhere

Knowledgeable and detailed insights of 80 senior MSLs in the US and Europe.

Practical ideas for improving MSL programmes and increasing KOL engagement

Valuable benchmarking indicators: assess your MSL programme against peers!

Critical insights for corporate management needing to ensure effective physician communication, engagement and brand support

### About FirstWord Reports

FirstWord is an innovative industry intelligence leader serving over 240,000 Pharma and MedTech professionals worldwide. FirstWord offers a range of products and services designed to help your company gain a competitive edge by making key business decisions with speed and confidence

FirstWord Pharma PLUS is a personalised and comprehensive intelligence service delivering up-to-the-minute pharma news, insight, analysis and expert views of importance to your company's success.

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