

# MSL-KOL Engagement: Optimal Reach and Response Under New Rules

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## Abstracts

Delivering optimal MSL performance in terms of building strong KOL relationships remains a formidable challenge as regulations and compliance requirements continue to evolve across the US and Europe. More stringent rules that govern MSL-KOL interaction are barriers that MSL directors and managers must overcome if they are to grow value in their MSL teams.

FirstWord's latest report, MSL-KOL Engagement: Optimal Reach and Response Under New Rules, provides the most current insight from leading subject experts familiar with the challenges MSLs face today. Learn from their approach to tackling the issues and about the solutions they have deployed to stay ahead. Benchmark your MSL-KOL engagement strategies, policies, processes and systems against leading pharma companies

### Get Answers to Key Questions

How has increased regulation changed the MSL-KOL dynamic?

How can the knowledge and experience of US MSLs benefit European MSLs, and vice versa?

Why are some pharma companies aiming for a consistent approach to MSL compliance management despite differences in rules between countries?

How is the evolving regulatory environment changing the skill-set and training MSLs need?

How are companies tracking and recording MSL-KOL interaction data?

How can the increased administrative burden on MSLs be reduced so they have more time to spend with KOLs?

## Key Benefits

Understand the critical success factors for MSL-KOL engagement in an environment of increased scrutiny

Learn how different companies are handling the increased burden of MSL compliance and accountability

Gain knowledge on how varying rules across the US and Europe are driving MSL compliance decisions at a global level

Understand what new skills, knowledge and training MSLs are needed to excel in an evolving regulatory landscape

Learn how MSLs are helping KOLs manage the increased complexity that transparency brings to their relationship with pharma

Understand the impact of differing regulations on MSL-KOL interactions in the US and key European markets

Evaluate how disclosure rules have affected fair market value compensation

Learn how companies record and track data required under new rules

## Insight and Analysis Sources

Get insights from leading pharma companies and experts including

UCB

Shire

Roche

Daiichi Sankyo

Scientific Advantage

Arx research

Philips Healthcare

A mid-sized European pharma company

Cubist International

## Who Should Read This Report

This report will benefit anyone with a professional interest in the impact of new transparency regulations, especially:

Pharma companies looking to benchmark against competitors

Managers of MSLS

Medical Affairs Directors and their teams

Regulatory and compliance teams

Smaller and mid-size pharma companies looking to benefit from the learnings of better-resourced leading global companies

## Methodology

Primary research from in-depth telephone interviews with medical affairs professionals from within the pharmaceutical industry and independent consultants. Supporting secondary research, mainly from publicly-available sources of information. Contributors were selected on the basis of their knowledge, experience and expertise.

## About FirstWord Reports

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