

MSL-KOL Engagement: Measuring Success

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Abstracts

It's difficult to quantify. Its role constantly changes. And despite all efforts to gain transparency, the field of medical science liaison (MSL) remains an elusive—seemingly immeasurable—yet undeniable value-added role in the pharmaceutical industry.

In this latest report, FirstWord Dossier tackles the intangible nature of MSL work to describe not only the obstacles to identifying appropriate, attributable and transparent metrics, but how to develop them so that they align with corporate objectives.

Scope

Report Overview

While contributing significantly to company success, quantifying what MSLs do has always proven elusive. In *MSL Metrics: Measuring Success*, FirstWord unravels the subtle impact of the MSL field force. The report reviews the main quantitative and qualitative metrics used to measure achievement, offers insight into how MSLs specialise—and the drawbacks that may represent—and examines the structure of successful MSL programmes. Concisely written, the report offers the industry clear-sighted, practical strategies for creating a solid approach to measuring MSL success.

Highlights

Key features

Discussion of the evolution of the MSL role and their relationships with researchers, payers and government

Feedback from KOLs on what they want from MSLs

Discussion of generic versus targeted metrics

Data on the main quantitative and qualitative metrics used by industry

The pros and cons of MSL field force specialisation

How to align MSL metrics with corporate and medical affairs objectives

Purchase Reasons

Key Benefits

Expert insight from key players in medical affairs on the most appropriate and effective metrics

Practical tips for measuring quantitative and qualitative results

Access to the MSL perspective, case studies and building effective MSL programmes

Who Would Benefit From This Report?

Medical and scientific affairs managers

Global medical affairs managers

Sales and marketing managers

Professional and medical science liaison officers

Key account and territory managers

Communications and technology support teams

Health outcomes managers

Key quotes

“A company will never say, ‘because of the MSL, the sales team have gotten this much market share’ because the FDA doesn’t look kindly on that. But that doesn’t mean it doesn’t happen. There are companies that will use MSLs very heavily to support the sales force.”

– Jane Chin, founder, MSL Institute and managing partner of 9Pillars

“Nobody really knows of a good way to do MSL metrics. We don’t want to use the same metrics as the sales organisation, but how do we measure MSL success without being able to have defined outcomes?”

– Doral Fredericks, vice-president, Medical Affairs, at specialty company, ISTA Pharmaceuticals

“Nobody in MSL land leadership likes to hear it, but you have to customise the data for what your stakeholders want. Who’s asking for the value? What do they think the value is? What are they looking for to see value? Then you have to fill that with numbers and that’s how you report it on a quarterly or whatever basis.”

– Eric Kassel, vice-president of global medical affairs, UCB

Expert Views

Jane Chin, founder of the MSL Institute and managing partner of 9Pillars

Eric Kassel, senior scientific medical director, Allergan

Andrew Lam, senior MSL, Shire Human Genetic Therapies

Doral Fredericks, head of medical affairs, ISTA Pharmaceuticals

Ashok Bhaseen, head of sales and marketing, PediaPharm

Dr Robin Winter-Sperry, president and CEO, Scientific Advantage

Cameron Tew, director, Best Practices LLC

Drew Macgregor, medical operations manager, Bristol-Myers Squibb Europe

Vice-president of Medical and Scientific Affairs, Company A

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ACKNOWLEDGEMENTS

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