



DEMONSTRATE YOUR VALUE TO KOLS

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Disclaimers

- Disclaimer: The information presented today in no way, shape, or form reflects the company I work for. The views and opinions are my own.

*Most images taken from PowerPoint stock images unless otherwise referenced.

Objectives

- Discuss how to exhibit value to physicians without new data
- Explore how to show that you are a source of valuable scientific information



DEFINING AN MSL



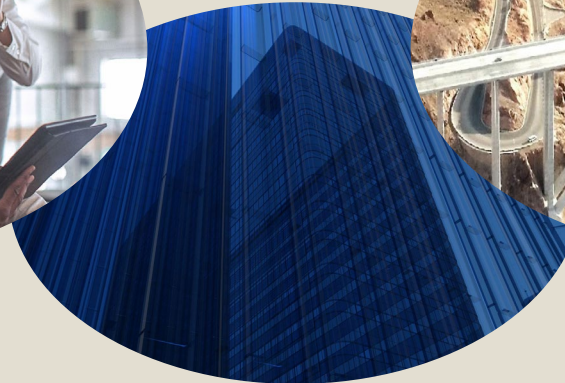
What is a Medical Science Liaison?

- The Medical Science Liaison (MSL) is a specific role within the pharmaceutical, biotechnology, medical device, CRO and other healthcare industries. They concentrate on a specific therapeutic areas (e.g. Oncology, Cardiology, CNS, Hematology, Women's Health Care) and disease states (e.g. Rheumatoid Arthritis, Cardiovascular Disease, Diabetes). **MSLs have advanced scientific training and academic credentials** generally consisting of a doctorate degree (PhD, PharmD or MD) in the life sciences.
- Medical Science Liaisons are **vital to the success of a company**. They work **throughout a product's lifecycle**, help to ensure that products are utilized effectively, serve as **scientific peers and resources** within the medical community, and are scientific experts to internal colleagues at companies. However, the **primary purpose of the MSL role is to establish and maintain peer to peer relationships** with leading physicians, referred to as Key Opinion Leaders (KOLs), at major academic institutions and clinics.

- Medical Science Liaison Society

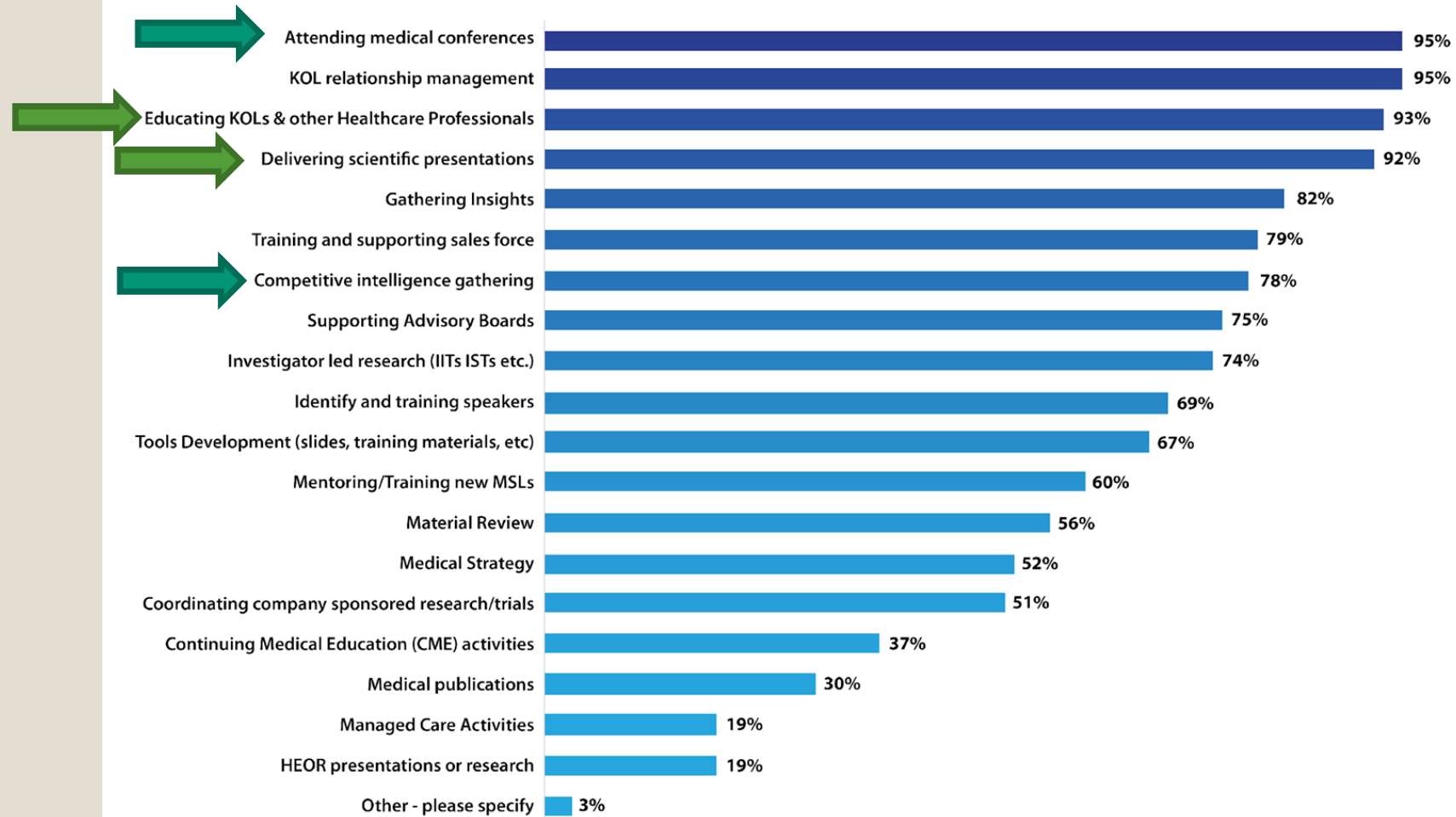
Quick Elevator Pitch

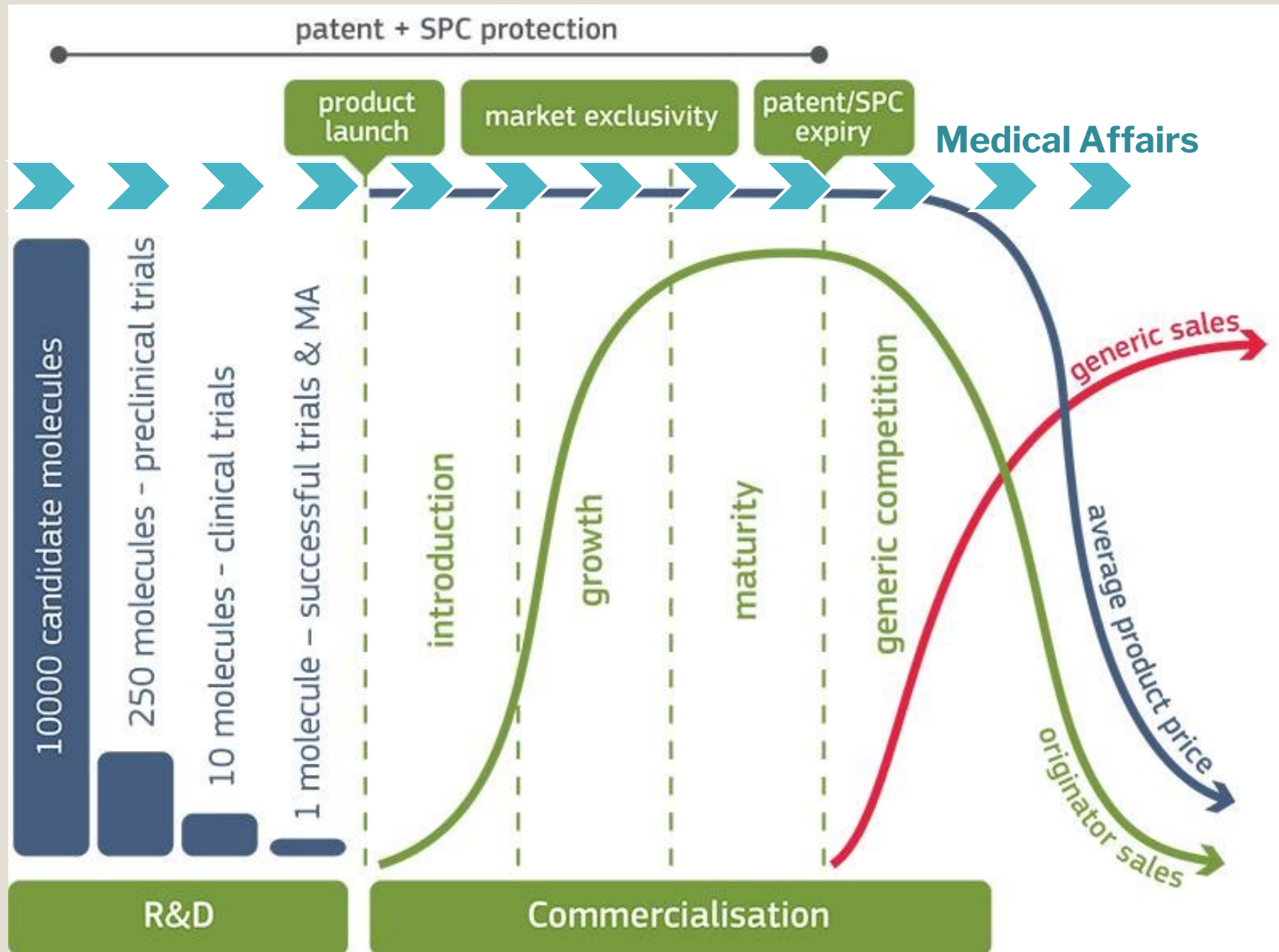
- Medical science liaisons usually have a doctorate level degree. They are responsible for communicating scientific information and building and maintaining relationships with the medical and scientific community.
- The medical science liaison role is the bridge between the company and the external medical and scientific community. They are also the bridge between R&D and Commercial internally.



What does an MSL do?

Typical Activities of MSLs



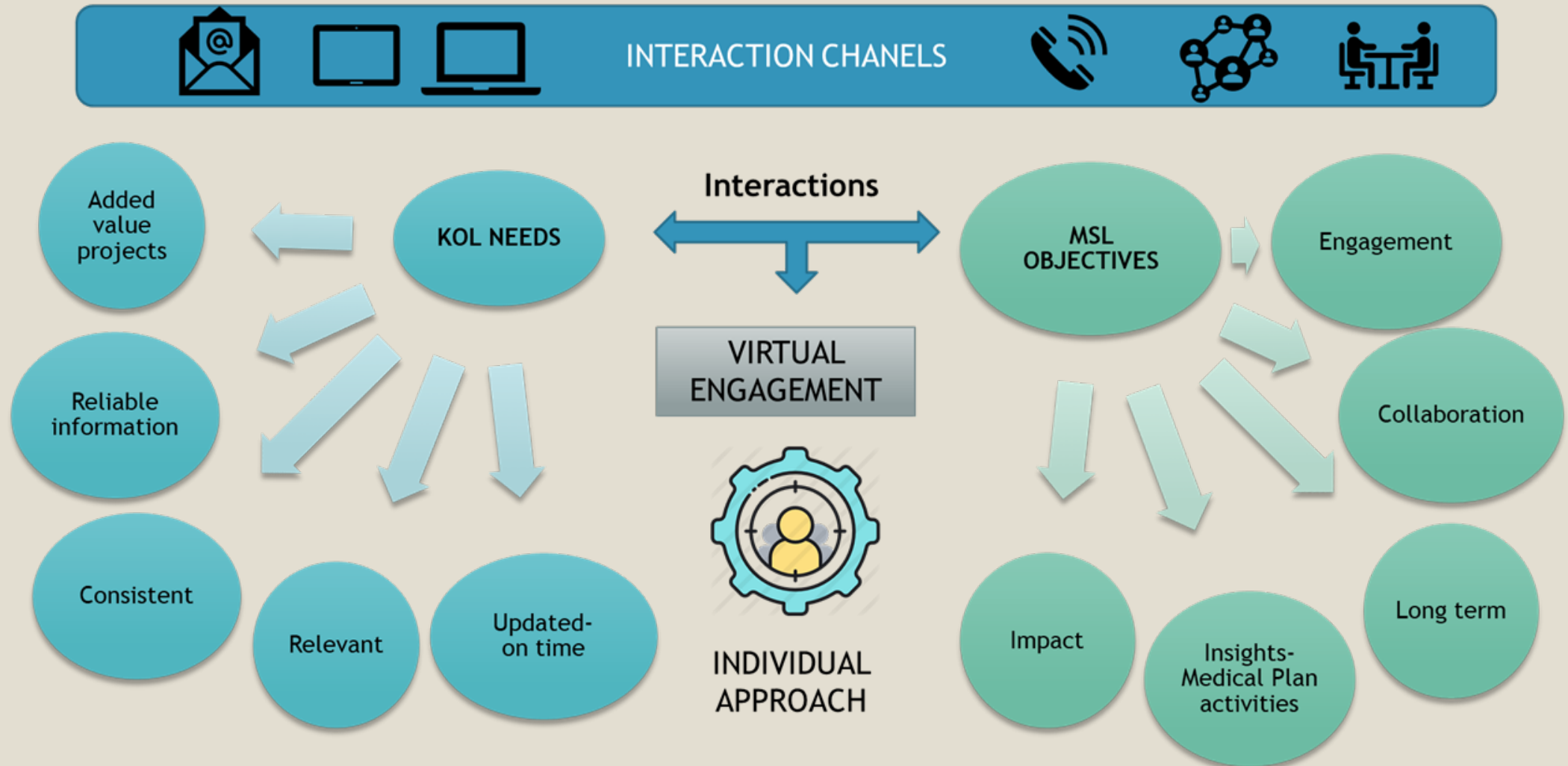


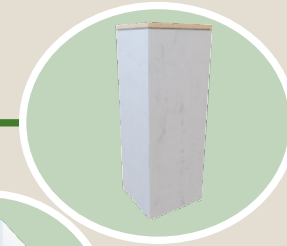
Adapted from: <https://ec.europa.eu/competition/sectors/pharmaceuticals/cycle.html>

AVOIDING ONE SIDED RELATIONSHIPS



Find the right balance





Congress



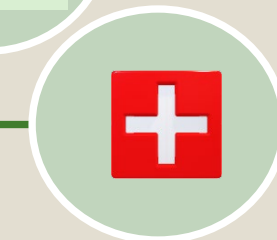
Literature



IIT/Clinical Trials



Resident/ Fellow
Education



Patient
Journey



Network

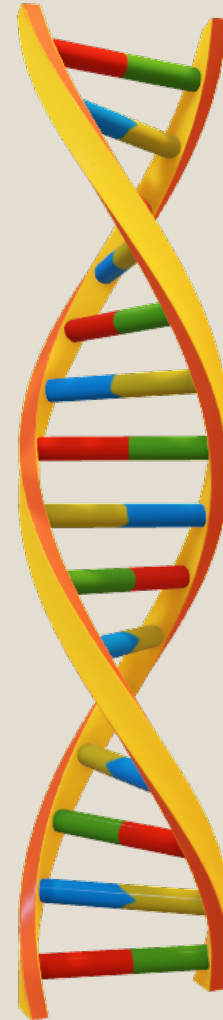
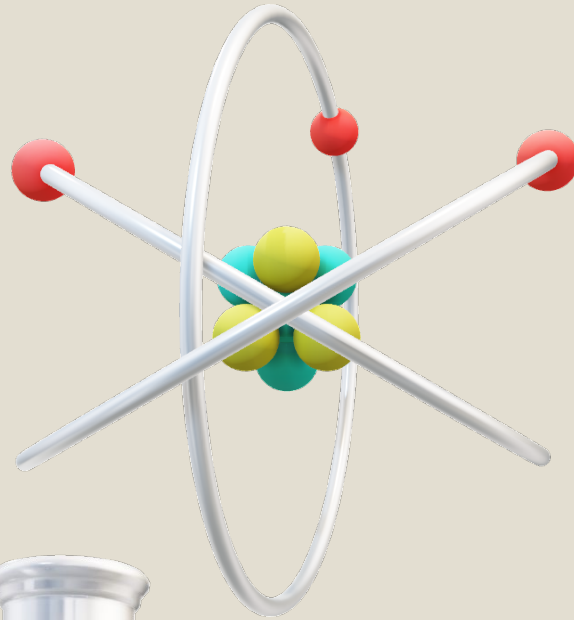
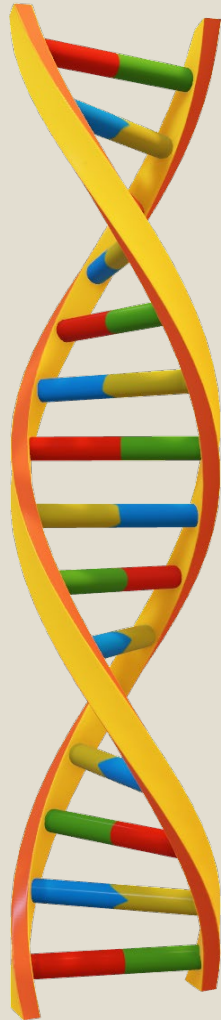


New data doesn't have to be your data...



<https://scientificwritingtips.wordpress.com/the-cartoons/>

Academics



Digital Opinion Leaders (DOLs)



COMMUNICATING WITH PURPOSE



Promoting Best Practices for Medical Science Liaisons Position Statement from the APPA, IFAPP, MAPS and MSLS - 2021

- MSLS can proactively seek an introductory meeting with an external expert for the purpose of determining unmet medical needs and assessing the opinion leader's criteria for and interest in scientific engagement. Subsequent or follow-up meetings, however, also need a purpose and a clear objective, requiring the MSL to clarify the scientific need for the exchange with the HCP.

<https://link.springer.com/article/10.1007/s43441-021-00310-y>

Bottom line: MSLS engagements should have a scientific objective

TOOLS FOR ORGANIZATION



Excel

AutoSave OFF

Territory — Saved to my Mac

Home

Insert

Draw

Page Layout

Formulas

Data

Review

View

Tell me

Paste

Calibri (Body)

12

A

A

B

I

U

A

Wrap Text

General

Conditional Formatting

Format as Table

Cell Styles

Insert

Delete

Format

Sort & Filter

Find & Select

1

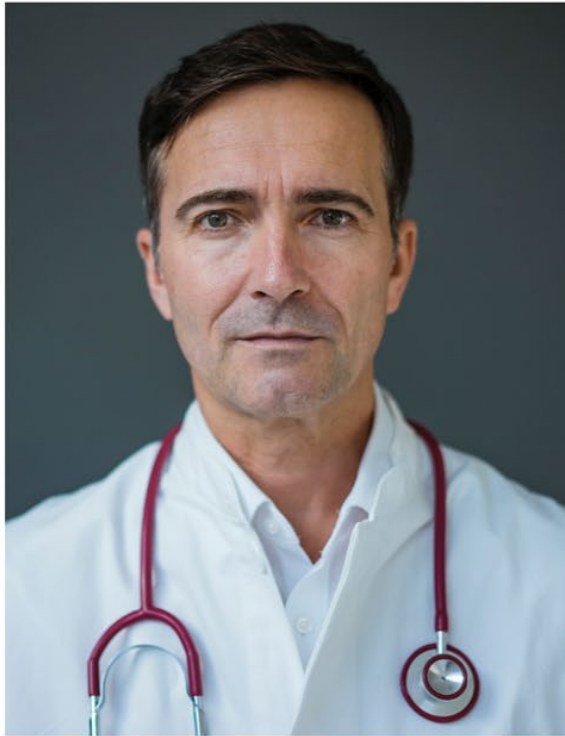
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First Name

A	B	C	D	E	F	Interest						N	O	P	Q	R
First Name	Last Name	Degree(s)	Institution	City	State	Ad Board	Clinical Trials	IIR	Presentations	New Data	Speaker	Education Grant	Note			
						Amy	Grant	MD	Lily Park Medical	Huntsville	AL	x				x
Jorge	Hicks	MD, PhD	Methodist Medical	Tulsa	OK		x	x								
Dory	Mendoza	PhD	University of Maple	Aberdeen	SD		x			x						
Henry	Smith	MD, MBA	Smith Medical	Wausau	WI				x	x	x		Interested in AI in cancer research			

PowerPoint

University of Watertown – Paris, Texas



- Dr. James Taylor
- Education:
 - BS- Biology
 - MD – Internal Medicine
- Residency
 - Oncology
- Interest
 - Stem Cell cancer therapy
 - Director of residents

Notebook



<https://www.amazon.com/TUL-Custom-Note-Taking-Discbound-Expansion/dp/B01KJV1NYQ>

Recap

- KOL/HCP interest
 - *Conferences*
 - *Literature*
 - *IIR*
 - *Residents/ Fellows*
 - *Patient Journey*
- Network
- KOL/HCP Publications



Thank You!