To assess headquarter-based colleagues/stakeholders understanding of the MSL role.

Sales representative training is perceived to be the least valuable MSL activity.

In Figure 4, educating HCPs on the safe and appropriate use of products was reported as the most important MSL role while sales representative training is their least valued responsibility.

The survey was anonymous and confidential. Individual names or personal information of respondents were not collected.

The Authors would like to acknowledge: Joseph Barone, Robin Winter.

Respondents emphasized in the therapeutic areas in Figure 1 claim to have an average understanding of the MSL role of “good” or better. Oncology and metabolics/endocrine employees report the greatest understanding.

Based on the data reported in Figure 2, regulatory affairs has the lowest understanding of the MSL role.

The majority of the functional groups view educating healthcare professionals (HCPs) as the most important. The white sales representative training is their least valued responsibility.

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DISCLOSURES & ACKNOWLEDGEMENTS

REFERENCES

Table 1: Survey Respondent Demographics (% of Total)

<table>
<thead>
<tr>
<th>Area</th>
<th>MSL</th>
<th>Medical Affairs</th>
<th>Medical Information</th>
<th>Clinical Trial Support</th>
<th>Sales Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Information</td>
<td>15%</td>
<td>30%</td>
<td>11%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>Clinical Trial Support</td>
<td>20%</td>
<td>20%</td>
<td>10%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Sales Representative</td>
<td>20%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Figure 1: Respondents’ Understanding of the MSL Role by Therapeutic Area

Figure 2: Respondents’ Understanding of the MSL Role by Functional Area

Figure 3: Functional Area Ranking of MSLs in Various Functions

Figure 4: Therapeutic Areas Ranking of MSLs in Various Functions

Figure 5: How Well Do MSLs Communicate Field Insights Back to Headquarters by Functional Group

Figure 6: How Well Do MSLs Communicate Field Insights Back to Headquarters by Therapeutic Area

INTRODUCTION

• A 23-question electronic survey conducted in 2010 concluded that MSL managers and directors perceived that the most valuable responsibilities of MSLs are scientific exchange with key opinion leaders (KOLs) and clinical trial support.1

• A poster assessing the value associated with oncology MSL responsibilities was presented at the Drug Information Association’s 21st Annual Workshop on Medical Communications.1 While this poster considered the oncology field medical personnel’s perceptions of value, the perceptions of the role of the MSL among headquarters-based stakeholders was not evaluated.

• The purpose of this poster is to assess various internal groups (i.e. headquarters-based colleagues or stakeholders) knowledge of MSL responsibilities, and their associated value.

METHODS

• An electronic survey was sent via Zoomerang to pharmaceutical headquarters-based employees. The Rutgers Pharmaceutical Industry Fellowships (RPIF) program alumni database was utilized to identify alumni from 2004-2010. The survey was sent to the identified contacts who were also advised to send it to their colleagues.

• Alumni of the RPIF program currently working in industry were contacted to take the survey. Current MSLs, retail pharmacists, clinical pharmacists, pharmacists working in academia full time, residents, and alumni who are full-time students were not contacted.

• The survey was open from February 2nd to February 18th, 2011.

• Upon closing the surveys, analyses of the top five functional and therapeutic areas (by response) were included in the poster.

• The survey was anonymous and confidential. Individual names or companies were not collected.

RESULTS

• Respondents emphasized in the therapeutic areas in Figure 1 claim to have an average understanding of the MSL role of “good” or better. Oncology and metabolics/endocrine employees report the greatest understanding.

• Based on the data reported in Figure 2, regulatory affairs has the lowest understanding of the MSL role.

• The majority of the functional groups view educating healthcare professionals (HCPs) as the most important. The white sales representative training is their least valued responsibility.

• In Figure 4, educating HCPs on the safe and appropriate use of products was reported as the most important MSL function among all therapeutic areas. Collecting competitive intelligence and speaker training are also considered of high importance to most of the therapeutic areas in the figure.

• Those in regulatory affairs and marketing view MSL communication of field insights with the headquarters-based employees as either good or fair, but not excellent (Figure 5).

• Most therapeutic areas view MSL communications as “fair” to “good” (Figure 6).

• The low response rate to the survey may have lead to results that are not projectable.

• Many of the respondents work in multiple therapeutic areas which may result in duplicated responses as those respondents could have been placed in multiple categories.

• All observations presented in this poster are subjective.