

Correlation of Gaps in Qualitative Measurement of Medical Science Liaison (MSL) Key Performance Indicators and Satisfaction of MSL Performance Evaluation

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Background

- Measuring the value of Medical Science Liaisons (MSLs) has proven to be quite difficult. MSL team struggle to prove value due in fact to the inability to track revenue as in the salesforce.
- In 2015, the Medical Science Liaison Society conducted a global survey to gain insights into what KPI's and metrics were being used to evaluate MSLs across the industry.
- Feedback on both qualitative and quantitative metrics were obtained, however this poster will focus on only qualitative metrics. The rationale behind this is that qualitative metrics most accurately reflect the value of the MSL and it has been established that these metrics in particular are notoriously difficult to measure.

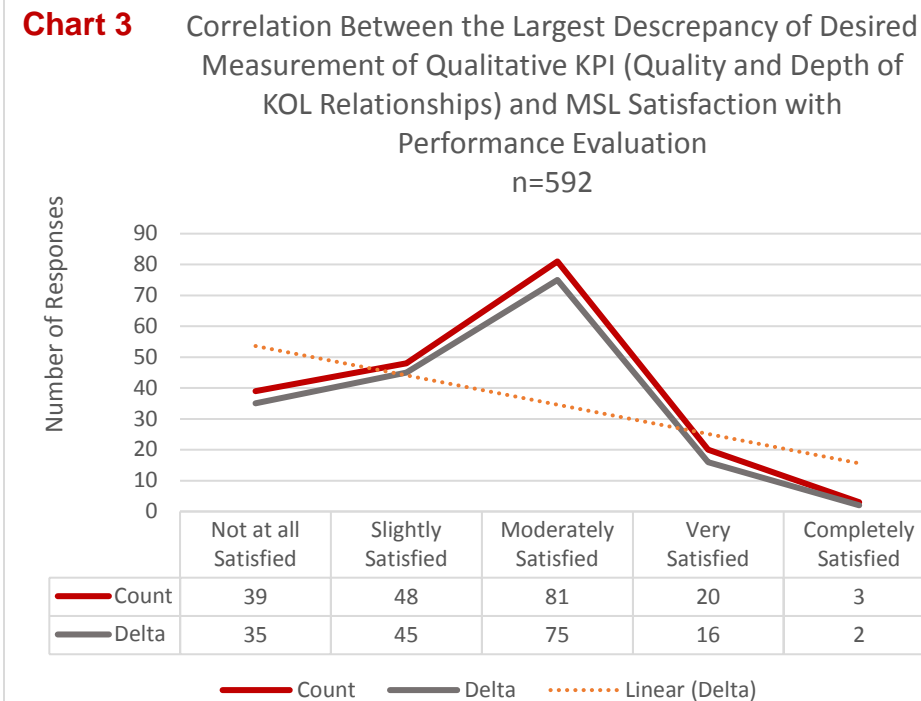
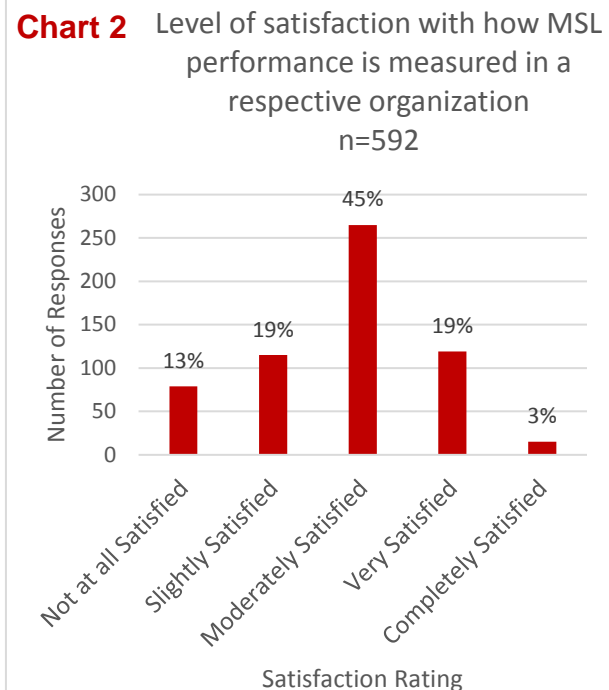
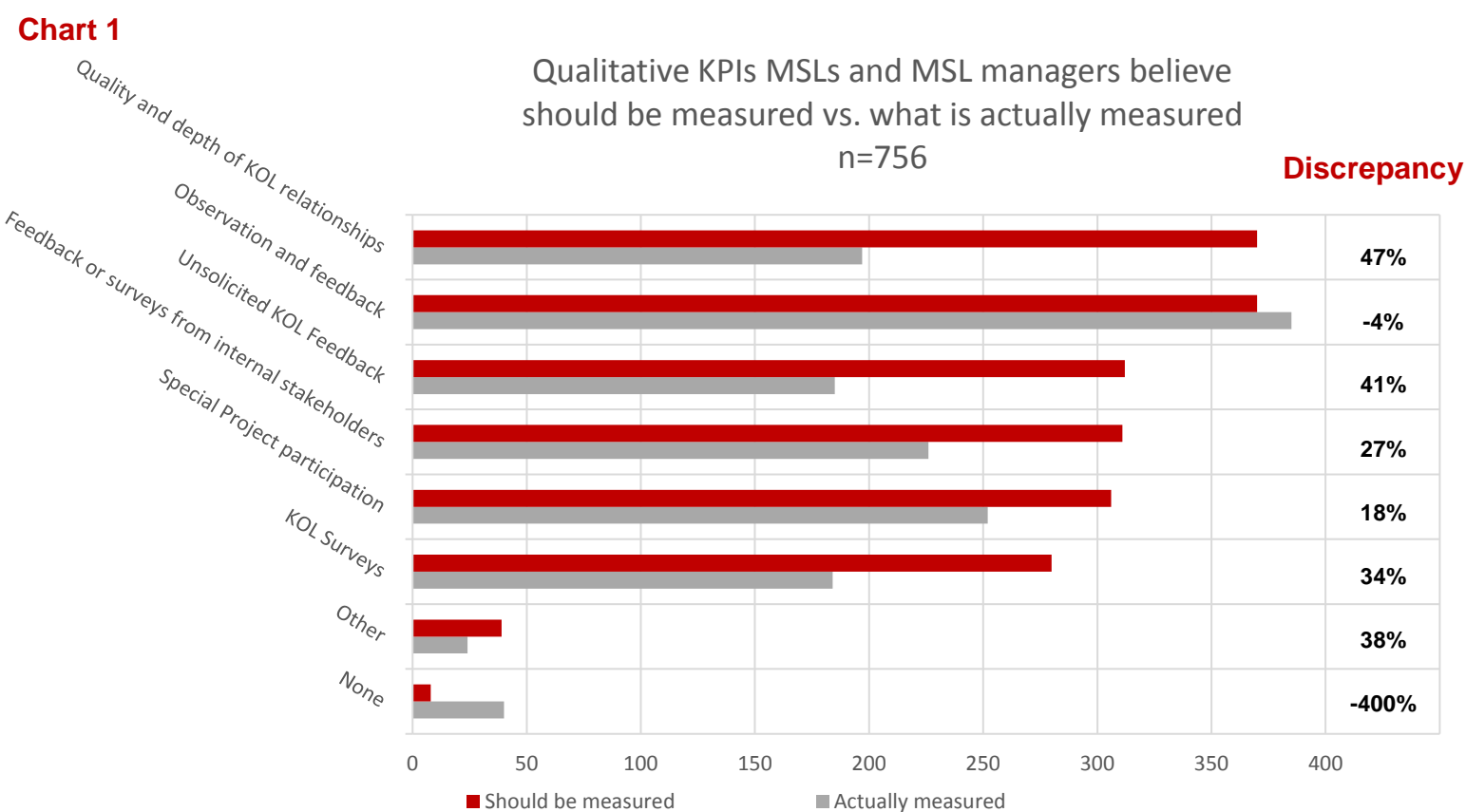
Objective

- To determine if there is a discrepancy between what qualitative metrics MSLs are currently being evaluated on and what MSLs and MSL managers believe they should be evaluated on.
- To correlate the satisfaction of MSLs and MSL managers of overall evaluation and largest aforementioned discrepancy determined.

Methods

- The MSL Society surveyed 756 MSL professionals from 46 countries.
- The online survey was open from August 8 to September 19, 2015 using Survey Gizmo survey software.
- Both fully completed and partial surveys were counted in the results.
- The survey was only open to current MSLs (or equivalent title) and MSL management.
- Respondents were only allowed to participate one time and duplicate surveys from a single email address were not accepted.
- The survey results were not weighted.

Results



Discussion

- Overall, qualitative KPI measurements were not being measured when MSLs and MSL managers believed they should be.
- Unsolicited KOL feedback has the highest discrepancy between what should be measured vs. what is actually measured.
- 'Observation and feedback' and 'None' were the only two categories where MSL's were actually measured when overall, they were not desired measurements.
- With 45% response, MSLs are Moderately Satisfied with how MSL performance is measured in a respective organization.
- There is a negative correlation between the discrepancy of the largest desired measurement and MSL satisfaction.

Limitations

- The number of MSLs surveyed and numbers reflected in this report may differ due to inclusion of partial responses.
- This analysis did not correlate every discrepancy between desired measurements to MSL satisfaction.

Conclusions

- There is a large discrepancy between what MSLs and MSL managers believe should be measured in regard to qualitative KPI's, with the largest discrepancy being quality and depth of KOL relationships. This has a direct correlation to the satisfaction level of MSL evaluation.
- The moderate level of satisfaction of MSL's is likely due to the fact that the perceived value of the MSL cannot always be measured directly resulting in difficulty in justifying the role as demonstrated in Chart 1.
- While there are recognized difficulties in measuring qualitative metrics, it can be determined that improving upon tactics for assessments, this gap may close and MSLs may be more satisfied with their evaluations.

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