Measuring MSL Effectiveness: Perception vs. Reality
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INTRODUCTION
- Medical Science Liaisons (MSLs) are healthcare professionals employed by the pharmaceutical industry to ensure the safe and effective use of medications
- MSL responsibilities include:
  - Fostering and establishing relationships with Key Opinion Leaders (KOLs)
  - Disseminating timely and accurate medical information to KOLs
  - Exploring scientific interests of KOLs to determine unmet medical needs
  - Providing medical insights to support internal stakeholders
  - Assisting with speaker training and development
- MSLs vary depending on therapeutic area (TA), e.g. oncology MSLs focus on clinical trial support more than other TAs
- MSL performance cannot be measured using a sales model
- MSL success must be measured through a combination of quantitative and qualitative metrics
- Currently, there is no consensus by field medical management on the best method to evaluate MSLs as their role continues to evolve

OBJECTIVES
- To determine which measures pharmaceutical companies utilize to assess the effectiveness of their oncology field medical personnel
- To assess the value associated with these measures by oncology field medical Managers/Directors and MSLs

METHODS
- A 23-question electronic survey was sent via Zoomerang (online survey software) to 116 US oncology field medical directors across nine pharmaceutical companies to distribute to their respective field medical teams
- The survey was open from January to February 2010
- Survey participants were informed that participation was confidential
- Survey questions were differentiated by the responder’s field medical role (i.e. Oncology MSL versus Manager/Director)
- A Likert scale was used for value assessment [not valuable, not very valuable, neutral, somewhat valuable, very valuable, not applicable]

RESULTS
- Table 1. Survey Respondent Demographics (n=74)

<table>
<thead>
<tr>
<th>Professional Background Experience</th>
<th>N (%)</th>
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<tbody>
<tr>
<td>PhD</td>
<td>21 (28%)</td>
</tr>
<tr>
<td>PharmD, DO</td>
<td>2 (3%)</td>
</tr>
<tr>
<td>Pharmacy (PharmD)</td>
<td>28 (38%)</td>
</tr>
<tr>
<td>Nursing (RN, NP, etc)</td>
<td>17 (23%)</td>
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<tr>
<td>Other (e.g. MS, PA, BA)</td>
<td>10 (14%)</td>
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- Current Role in Oncology Field Medical
  - MSL: 46 (62%)
  - Region Associate Director/Manager: 4 (5%)
  - Director: 4 (5%)

- Length of Time in Current Role
  - 0 – 2 years: 7 (9%)
  - 3 – 5 years: 30 (41%)
  - 5 – 10 years: 23 (31%)
  - > 10 years: 14 (19%)

- # of Approved Products Currently Supporting
  - 1 – 2: 49 (66%)
  - 3 – 4: 21 (29%)
  - 5+: 4 (5%)

- Figure 1. Value Associated with Oncology MSL Responsibilities

- Table 2. Average Perceived Value Associated with Metrics

<table>
<thead>
<tr>
<th>Metrics</th>
<th>% MSLs</th>
<th>% Directors</th>
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<tbody>
<tr>
<td>Quantitative</td>
<td>51.28</td>
<td>67.5</td>
</tr>
<tr>
<td>Qualitative</td>
<td>81.8</td>
<td>88.75</td>
</tr>
</tbody>
</table>

* Value is sum of somewhat valuable and very valuable

DISCUSSION
- MSLs consider all job responsibilities to be more valuable than Managers/Directors with the exception of gaining medical insights and managed market support
- Managers/Directors expect time spent on MSL job functions are approximately equal to actual time spent by the MSLs, with the exception of:
  - More time should be spent on scientific interactions with KOLs
  - Less time should be spent on administrative work and obtaining medical insights

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