



THE ROLE OF THE MSL IN THE 21ST CENTURY LIFE SCIENCE INDUSTRY

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PIVOT MSL

Driving Medical Affairs & MSL Excellence

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OVERVIEW

1. Our story
2. Who is the MSL?
3. What do they do?
4. How do they add value?
5. What are their challenges and needs?

THE PIVOT STORY

OUR STORY

We are a specialist consultancy which was borne out of a passion for the MSL and the wider Medical Affairs function:



We engage within the global biopharmaceutical industry as a trusted and respected partner



We define and drive standards of field medical excellence and value



We build in-role capabilities, optimize value and effectiveness



We support the MSL and the MSL Manager throughout their professional development journey

WHO IS THE MSL*?

*Medical Science Liaison

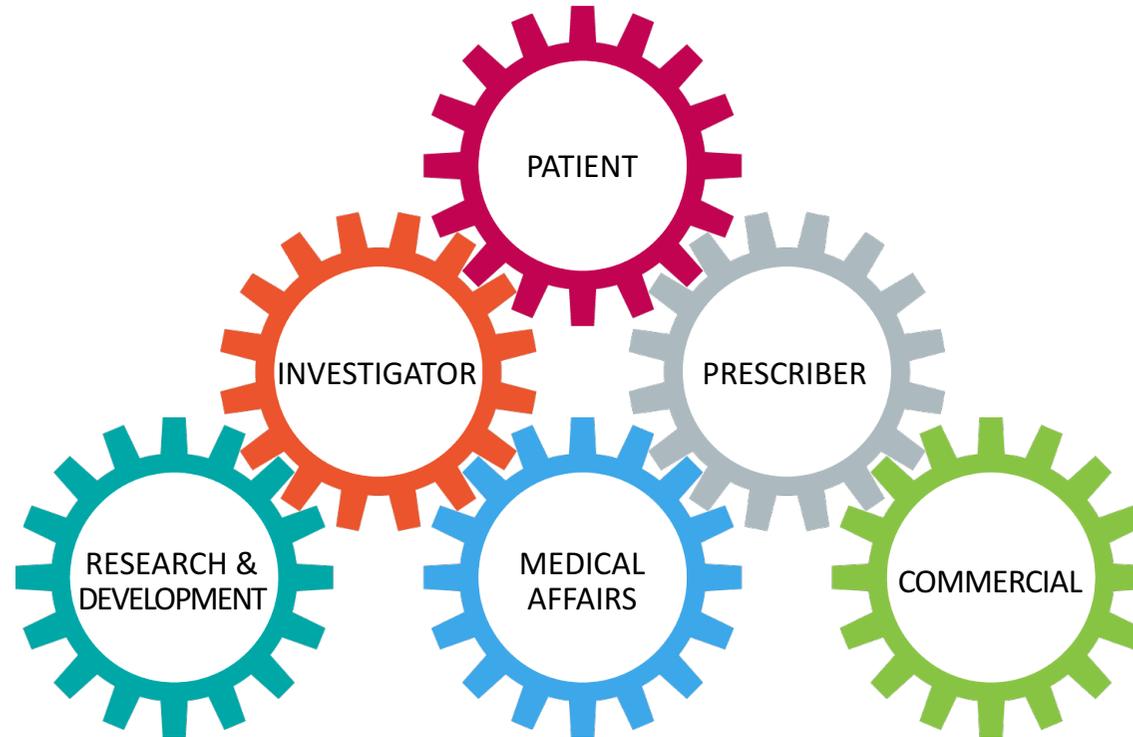
1967: THE MSL ROLE

The Upjohn logo consists of the word "Upjohn" in a white, serif font, centered within a solid blue rectangular box.

Sales representative
with a scientific focus

Reported into commercial

MEDICAL AFFAIRS FUNCTION



A bridge between development and commercial .. a critical business partner

2017: THE SUPERHEROES OF PHARMA?



The external face of medical affairs

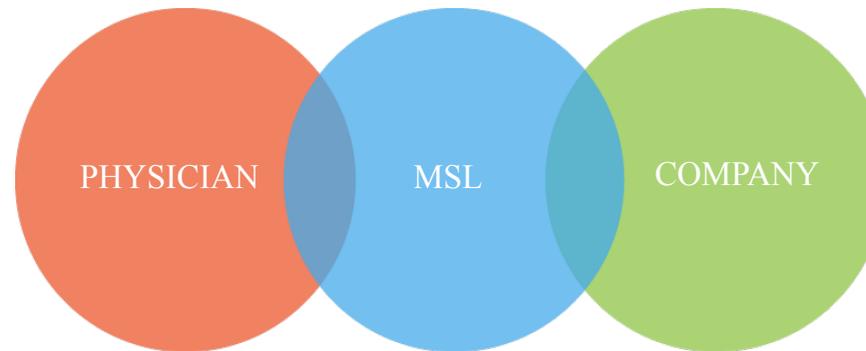
Selected for their scientific and technical expertise, communication skills and business acumen



Recognised both internally and externally as being 'different to sales', a conduit between the organisation and the healthcare community

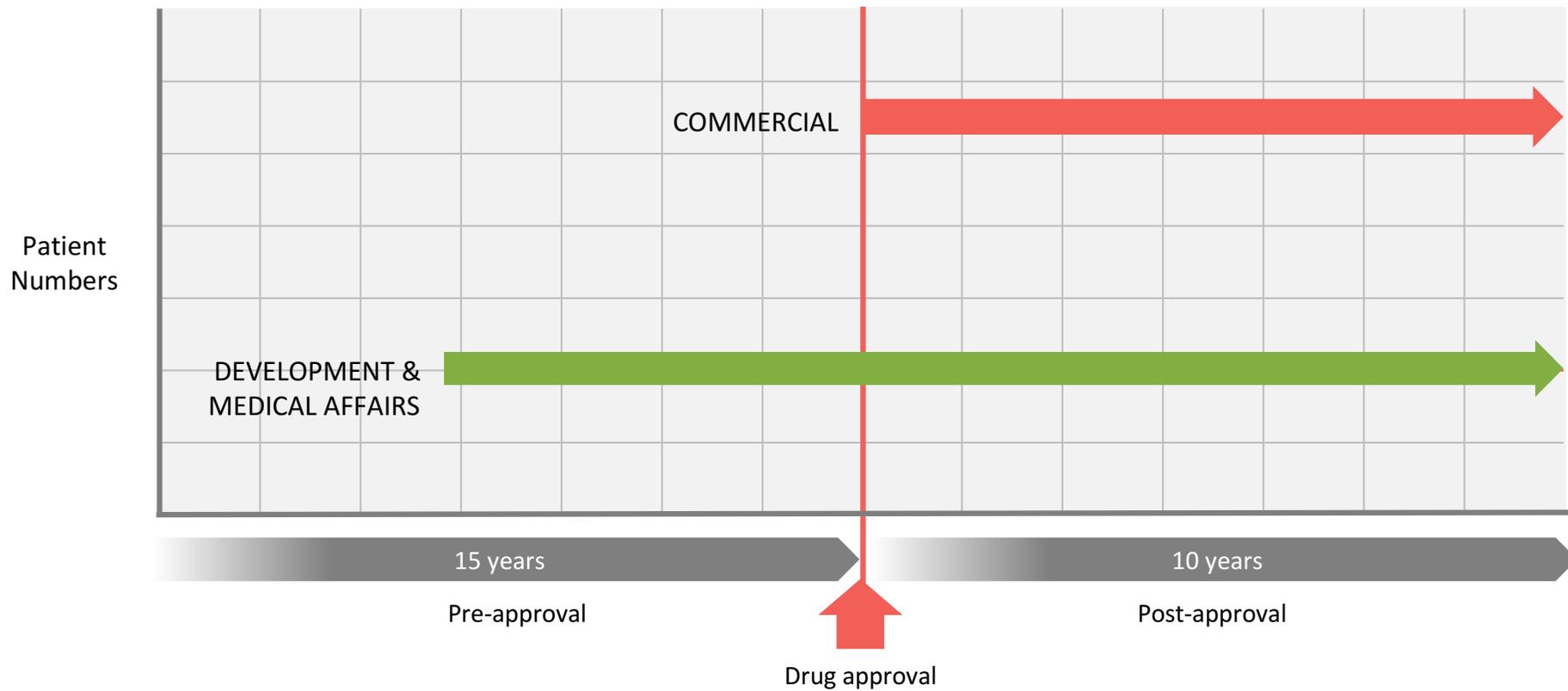
A non-promotional role

AN IMPORTANT ROLE



WHAT DO THEY DO?

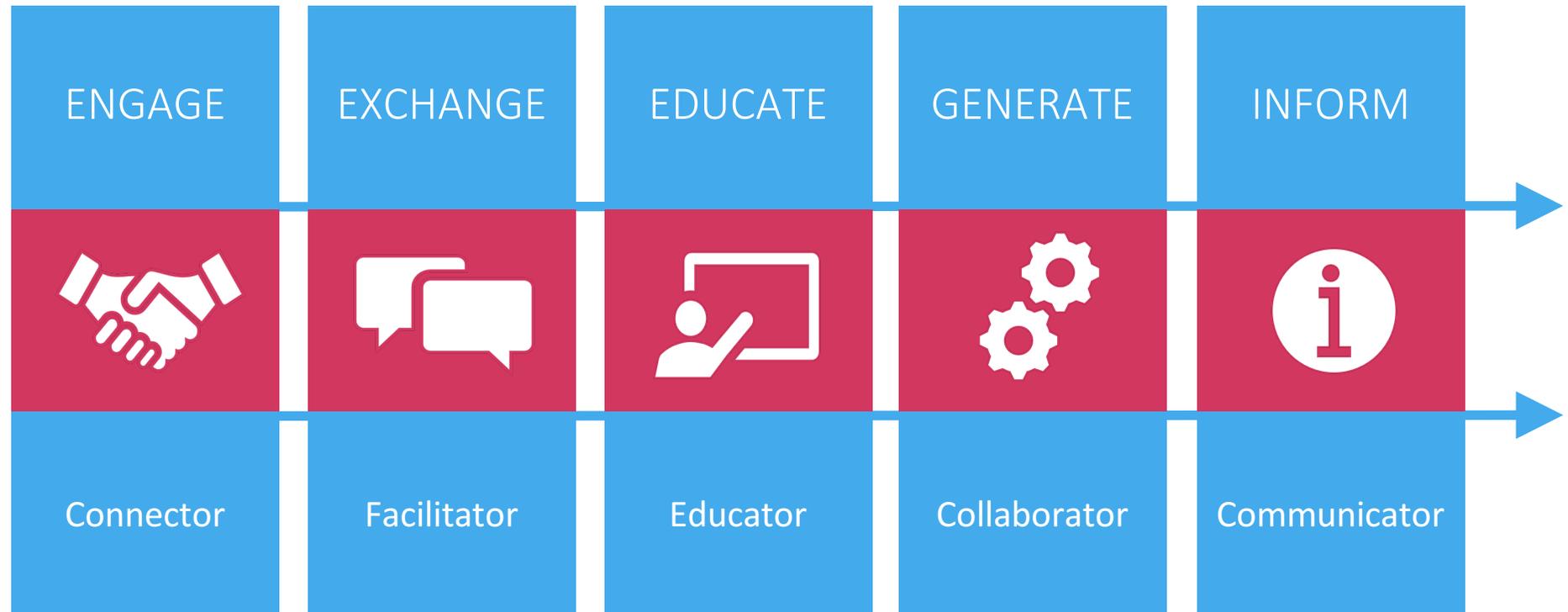
MSL & THE DRUG LIFE CYCLE



EFFECTIVE CROSS-FUNCTIONAL WORKING



LIFE CYCLE RELEVANT ACTIVITIES



HOW DO THEY ADD VALUE?

MSL VALUE

Engage



Exchange



Educate



Generate

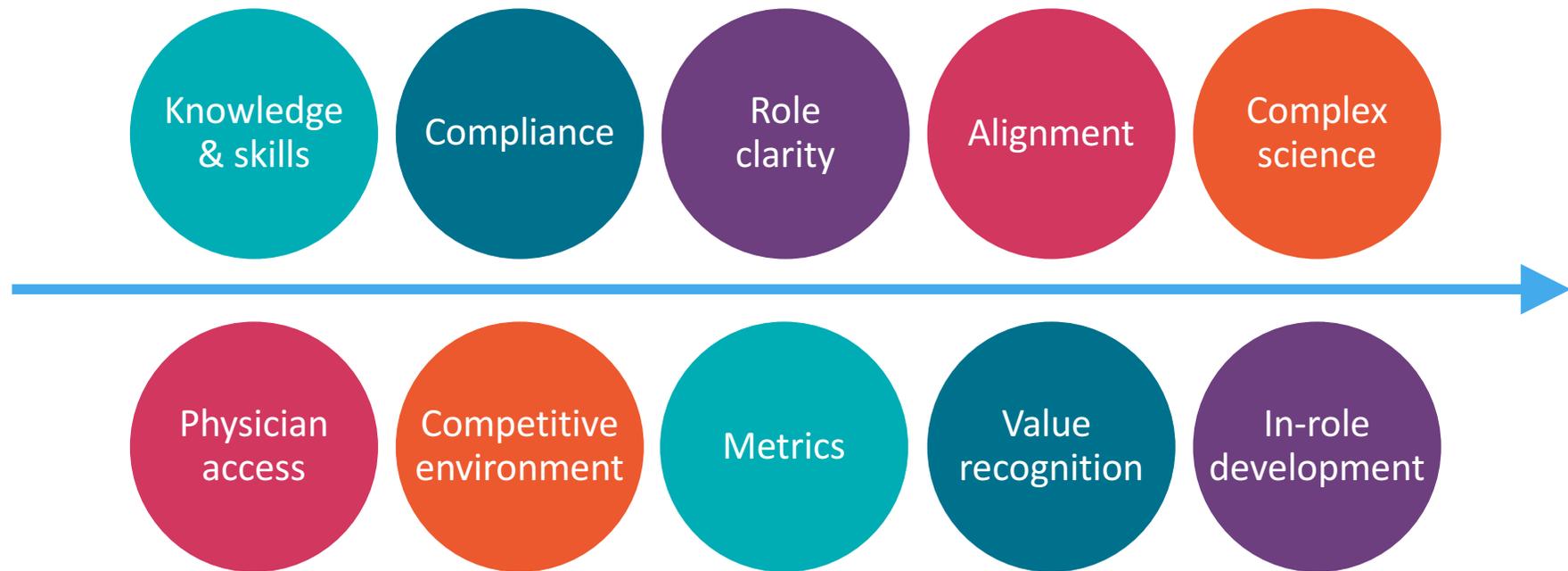


Inform



WHAT ARE THEIR CHALLENGES AND NEEDS?

MSL CHALLENGES & NEEDS



IN SUMMARY

1. Medical Affairs is uniquely placed to engage as a trusted partner in ultimate support of the patient
2. The MSL as the external face of Medical Affairs has a valuable role to play as a scientific conduit between the physician and the wider organisation
3. MSL activities should be aligned to organisational goals and will vary according to the drug life cycle plus physician needs and interests
4. In-role challenges can be complex. Both MSLs and their Managers will benefit from specialist support throughout their professional development journey.



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THANK YOU

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