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

Helen Kane, MD, PIVOT MSL
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
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

Upjohn

Sales representative with a scientific focus

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

PHYSICIAN  MSL  COMPANY

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WHAT DO THEY DO?
MSL & THE DRUG LIFE CYCLE

Pre-approval

15 years

DEVELOPMENT & MEDICAL AFFAIRS

Drug approval

Post-approval

10 years

COMMERCIAL

Patient Numbers

Drug approval

COMMERCIAL

15 years

DEVELOPMENT & MEDICAL AFFAIRS
EFFECTIVE CROSS-FUNCTIONAL WORKING

CLINICAL DEVELOPMENT

MEDICAL SCIENCE LIAISON

MEDICAL

HEALTHCARE PROFESSIONAL

MARKET ACCESS

MARKETING

NON-COMMERCIAL OBJECTIVES

COMMERCIAL OBJECTIVES

ORGANISATIONAL GOALS
HOW DO THEY ADD VALUE?
WHAT ARE THEIR CHALLENGES AND NEEDS?
MSL CHALLENGES & NEEDS

- Knowledge & skills
- Compliance
- Role clarity
- Alignment
- Complex science
- Physician access
- Competitive environment
- Metrics
- Value recognition
- In-role development
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.
THANK YOU
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