



Best Programs & Best People

Best in Class Medical/Clinical Science Liaison Customer Insights 2021

Medical/clinical science liaisons represent an essential link between manufacturers and customers by objectively communicating complex scientific information to demonstrate product value. HIRC's report, *Best in Class Medical/Clinical Science Liaison Customer Insights*, provides nominations of the best medical/clinical science liaisons, as well as the descriptive factors that operationally define the best-in-class. The report addresses the following questions:

- Which very large, large and mid-size firms' medical/clinical science liaisons receive the most best-in-class nominations?
- Which firms lead in best medical/clinical science liaison nominations across health plan pharmacy directors, health plan medical directors, and pharmacy benefit manager executives?
- Which medical/clinical science liaison attributes operationally define the best-in-class?

Key Finding: Panelists report high importance of (1) product knowledge, (2) knowledge of pipeline, and (3) knowledge of customer across best-in-class MCSL nominations in 2021.

Medical/Clinical Science Liaisons from Novo Nordisk and Pfizer are Most Frequently Nominated as Best-in-Class

HIRC queried 86 commercial health plan and pharmacy benefit manager key decision-makers to learn which pharmaceutical firms' medical/clinical science liaisons are best-in-class. Novo Nordisk and Pfizer lead with the most best-in-class nominations from managed markets customers, followed by Vertex.

LEADERS IN BEST-IN-CLASS
MEDICAL/CLINICAL SCIENCE LIAISON NOMINATIONS 2021

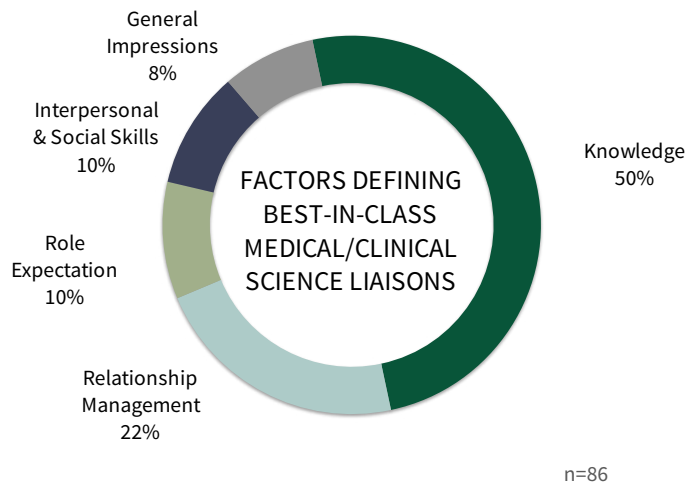
OVERALL RANK	TOP MANUFACTURERS	# of MCSL NOMINATIONS
1*	Novo Nordisk	7
1*	Pfizer	7
3	Vertex	6
4*	AbbVie	5
4*	Biogen	5
4*	Sanofi Genzyme	5
4*	Johnson & Johnson HCS	5
4*	Novartis	5
4*	Takeda	5

n=86

The full report provides a complete listing of best MCSL nominations as well as the rationale behind the nominations.

Five Factor Categories Operationally Define Best-in-Class Medical/Clinical Science Liaisons

Managed markets customers were asked to explain their rationale for best medical/clinical science liaison nominations. Analyses reveal that their evaluations fall within five key descriptive factor categories: (1) Knowledge, (2) Relationship Management, (3) Role Expectation, (4) Interpersonal & Social Skills, and (5) General Impressions.



The best medical/clinical scientific liaisons are often described as (1) demonstrating deep product knowledge, (2) demonstrating knowledge of pipeline/emerging drug therapies, and (3) demonstrating knowledge of customers' business model, strategic imperatives, and operational needs.

Research Methodology and Report Availability

In December 2020 and January 2021, HIRC surveyed 86 key decision-makers from commercial health plans and pharmacy benefit managers. Online surveys and follow-up telephone interviews were used to gather information. The complete report, *Best in Class Medical/Clinical Science Liaison Customer Insights*, is available now to HIRC's Best Programs and Best People subscribers at www.hirc.com.

The Best Programs & Best People Service provides strategic and tactical information to assist pharmaceutical manufacturers in maximizing the impact of their account managers, medical science liaisons, and value-added marketing programs. This service provides insights into the skills and attributes critical to account manager and medical science liaison success, as well as guidance for the development and implementation of support resources that meet customers' evolving needs. For subscription information please contact:



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HEALTH INDUSTRIES RESEARCH CENTER (HIRC) is an independent, nonpartisan organization that conducts strategic market research on trends in health care, pharmaceuticals and managed care businesses. HIRC's benchmark studies focus on the marketing needs of pharmaceutical companies by providing research critical to the development of successful customer-focused marketing strategies.

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