



Best Programs & Best People

Best in Class Medical Science Liaison Nominations 2018

Medical science liaisons (MSLs) represent an essential link between pharmaceutical manufacturers and customers by objectively communicating complex scientific information to demonstrate product value. It is critical that MSLs continue to meet customer needs and expectations in an evolving and data driven managed care environment. HIRC's *Best in Class Medical Science Liaison Customer Insights* report addresses the following questions:

- Which very large, large, and mid-size firms' medical science liaisons receive the most best in class nominations?
- Which medical science liaison attributes operationally define the best in class?
- How do managed markets customers expect the role of the medical science liaison to evolve?
- Which key issues should MSLs be prepared to discuss in 2018 from the customer's perspective?

Key Finding: Managed markets panelists expect medical science liaisons to strengthen expertise in (1) complex disease processes, and (2) Health Economics and Outcomes Research (HEOR) and Comparative Effectiveness Research (CER).

Medical Science Liaisons from Novartis are Most Often Nominated as Best in Class

HIRC queried 92 key commercial health plan pharmacy and medical directors, as well as pharmacy benefit manager executives to learn which firms' medical science liaisons are best in meeting customer needs. Respondents were asked to nominate the best MSLs from very large, large, and mid-size pharmaceutical firms. Novartis received the most best in class MSL nominations across managed markets panelists, followed by Johnson & Johnson HCS.

LEADERS IN BEST-IN-CLASS
MEDICAL SCIENCE LIAISON NOMINATIONS 2018

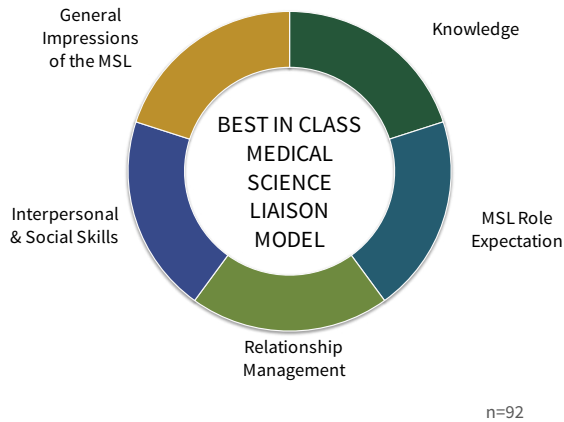
OVERALL RANK	TOP MANUFACTURERS	# of MSL NOMINATIONS
1	Novartis	10
2	Johnson & Johnson HCS	9
3*	Gilead	8
3*	Pfizer	8
5*	Genzyme	5
5*	Merck	5

n=92

- **Novartis** medical science liaisons are noted for excellent clinical knowledge, and a comprehensive understanding of customers' managed care business model.
- **Johnson & Johnson HCS** MSLs are described as effective in building meaningful relationships by demonstrating an understanding of customers' challenges and sharing best practices.

Five Factor Categories Operationally Define Best in Class Medical Science Liaisons

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



The best medical science liaisons are most often described as (1) demonstrating deep product knowledge, (2) providing best practices, actionable market intelligence, and/or clinical insights, and (3) possessing strong therapeutic area and market channel knowledge.

The complete *Best in Class Medical Science Liaison Customer Insights* report includes best medical science liaison nominations segmented by the following:

- Commercial Health Plan Pharmacy Directors
- Commercial Health Plan Medical Directors
- Pharmacy Benefit Manager Executives

Research Methodology and Report Availability

In December-January, HIRC surveyed 92 key decision-makers from leading commercial health plans and pharmacy benefit managers. Online surveys and follow-up telephone interviews were used to gather information. The *Best in Class Medical Science Liaison Customer Insights* report is part of the Best Programs and Best People Service, and is now available to 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. The 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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