



Best Programs & Best People

Best in Class Medical Science Liaison Nominations 2019

Medical science liaisons (MSLs) represent an essential link between pharmaceutical manufacturers and customers by objectively communicating complex scientific information to demonstrate product value. HIRC's *Best in Class Medical Science Liaison Customer Insights* report provides managed care nominations of the best MSLs calling on their organization and 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 science liaisons receive the most best in class nominations from PBM and commercial health plan decision-makers?
- 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 2019 from the customer's perspective?

Key Finding: Managed markets panelists expect medical science liaisons to strengthen expertise in (1) complex disease processes, (2) alternative pharmaceutical therapies, and (3) HEOR and CER.

Medical Science Liaisons from Novo Nordisk and Pfizer are Most Often Nominated as Best in Class

HIRC queried 85 key decision-makers from leading commercial health plans and pharmacy benefit managers 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. Novo Nordisk received the most best in class MSL nominations across managed markets panelists, followed by Pfizer and Novartis.

LEADERS IN BEST-IN-CLASS
MEDICAL SCIENCE LIAISON NOMINATIONS 2019

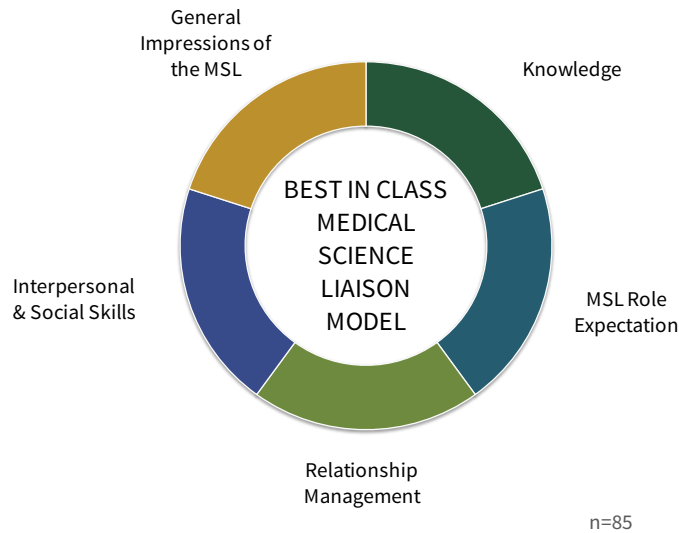
OVERALL RANK	TOP MANUFACTURERS	# of MSL NOMINATIONS
1	Novo Nordisk	12
2	Pfizer	9
3	Novartis	8
4*	AbbVie	6
4*	Novartis Oncology	6
6	Johnson & Johnson HCS	5

n=85

- **Novo Nordisk** medical science liaisons are noted for their consistency and ability to distill complex information into meaningful presentations.
- **Pfizer** MSLs are described as personable and engaging while also bringing excellent clinical knowledge to the discussion.

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 (1) demonstrate deep product and therapeutic area knowledge, (2) act as information providers of best practices, and (3) engage with effective presentation and listening skills.

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 85 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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