

**Cooperating with KOLs**

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**Typical: MSL**

Medical Science Liaison Manager

HEALTHCARE MARKETING  
DR. UMBACH & PARTNER  
[www.umbachpartner.com](http://www.umbachpartner.com)

MSL-Job-Description-KPIs  
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**Medical Science Liaison Manager**

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Other terms used include:

Medical Liaisons  
Medical Managers  
Regional Scientific Managers  
Clinical Liaisons  
Scientific Affairs Managers

MSL-Job-Description-KPIs

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**Relevance**

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Medical Science Liaisons are vital in the success of a company.

They inform healthcare professionals und help them make better decisions.

They provide balanced information (do **not** sell a product)

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### Note

Roles and functions vary widely between companies.

There is no "typical" day.

Ensure "compliance"

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### Characteristics

- Field-based (willingness to travel)
- Work within the Medical Affairs
- Concentrate on a specific therapeutic area (must know relevant drug classes)

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### 3 Levels



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**Work on 3 Levels**

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**Human**   Personal   Relationship

**Science**   Rational   Content

**Transaction**   Resources   Budget

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**Requires**

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- Relationship building, networking and communication skills
- Willingness to learn in order to stay informed on latest developments
- The understanding that we work in a business environment

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**General Competencies (The usual stuff)**

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Willing to educate colleagues from other departments  
Keep up to date with new developments  
Ability to provide and receive constructive feedback  
Build and maintain relationships with colleagues  
Share knowledge with other team members  
Educate and train internal colleagues (SF?)  
Work as part of a team to reach common goals  
Deliver creative ideas for continuous improvement

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**Typical Tasks and Specific Activities**

Develop, establish and maintain relationships with external experts and Key Opinion Leaders at major academic institutions and clinics (theoretically "peer-to-peer")

Organize educational events / advisory boards

Give internal and external presentations

Literature search, scientific articles, slides

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**Input-Oriented Criteria**      **Results?**

- Number of visits to new or established experts
- Number of upcoming experts identified
- Number of external presentations given
- Number of internal presentations given
- Number of conferences planned and supported
- Has given at least two training sessions to sales force
- Has established contact to a professional society
- Has had a face-to-face conversation with a leader of a patient group or self-help group
- Has supported medical education programs

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**Output-Oriented Criteria**      **Results!**

- Number of participants at events
- Positive remarks from the marketing department
- Positive remarks from the sales force reps
- Positive remarks from external experts
- Upcoming experts identified become important
- Recommendations from experts to other experts
- Encouraging conclusions in publications
- Incorporation of new substances in guidelines

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**"Best" Criterion**

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- People want to see you again
- People are interested in a cooperation
- ...

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**Conversation with an Expert**

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"Magic" Words

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"What is your highest priority that we should talk about?"

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"A topic that many of your colleagues are interested in ... "

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"May I ask you as an expert ... "

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"In addition to you, whom should I talk to"

...

"May I convey greetings from you?"

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**Reality**

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