

CHAPEL HILL, N.C., Oct. 18, 2013 /PRNewswire/ -- Although Medical Science Liaisons (MSLs) have been around for decades, their roles, activities, and importance continue to grow. With competition for the time and attention of physicians and Key Opinion Leaders (KOLs) intensifying, companies rely on MSLs' skills to build and strengthen key relationships.

MSL involvement in identifying and forging relationships with KOLs has increased by more than 20 percent since 2009, according to research by leading research & consulting firm, Best Practices, LLC. These relationships provide critical windows of insight into the market and competition and yet this key MSL activity has become challenging in the face of a changing regulatory and access environment.

The report, ["Roles, Resourcing and Management of Medical Science Liaisons,"](#) provides medical leaders with key metrics to help them navigate the new KOL landscape. The research also highlights emerging trends in [Medical Affairs](#)

- the group where MSL operations are typically housed.

The key topics covered in this report include:

- Benchmark Pre and Post-Launch Service Activities
- Identify Drivers of Group Size & Focus
- Gain insight into Structuring & Aligning Medical With Sales Organizations
- Identify Optimal Call Frequencies and Service Levels with Thought Leaders
- Identify Relationship Management Standards of Excellence
- Value Associated with MSL
- Budget Allocation to MSLs

This benchmarking research drew participation from 27 leaders with 24 companies, including 10 of the Top 20 Pharma organizations. Insights and observations were distilled from interviews and benchmark performance data.

The Growing Role of Medical Science Liaisons in the Pharmaceutical Industry

Written by Australian Business

To access the full report, or to download a complimentary summary containing insights found in this report, click on the following link: <http://www3.best-in-class.com/rr1239.htm>.

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