

## Recruiting, Training Maintaining Talent in Field-Based Medical Teams

Written by Australian Business

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CHAPEL HILL, N.C., Feb. 28, 2014 /PRNewswire/ -- Research and benchmarking firm, Best Practices, LLC, hosted the second [Medical Affairs Roundtable](#) on Thursday, Feb. 13 to discuss how pharmaceutical companies are "Creating An Effective Field-Based Medical Team."

The virtual conference took place between 11 a.m. and 12:30 p.m. (Eastern Standard Time) and examined how companies:

- Determine the size of Medical Science Liaison teams
- Hire skilled MSLs
- Identify what corporate executives want their MSL teams to provide, as well as what physicians and thought leaders say they value most from working with MSLs
- Deploy MSL teams based on company needs
- Determine MSL investment levels and staffing

Our roundtable allowed Medical Affairs executives a chance to examine and discuss how peer companies are finding talent, training their MSL teams and building effective communication strategies with decision makers. "It is very important to recruit MSLs who have deep scientific knowledge as well as strong commercial perspective," mentioned one of the executives that participated in the roundtable.

Best Practices CEO, Chris Bogan, and Executive Director Cameron Tew facilitated the roundtable discussion that is based on research conducted with 40 Medical Affairs leaders from 32 leading life sciences organizations.

A third roundtable discussion will be held in late May to discuss how Medical Affairs' leaders work with Key Opinion Leaders, as well as what changes are on the horizon for the function.

For more information about the Medical Affairs Roundtable and other recent research Best Practices has conducted, contact us at 919.403.0251. For related research, visit our Best Practices, LLC website at <http://www.best-in-class.com/>.

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