

CHAPEL HILL, N.C., Feb. 28, 2014 /PRNewswire/ -- The iPad - with its wide-ranging capabilities - is quickly supplanting laptops as the principal tool for enhancing Medical Science Liaisons' (MSLs) interactions with thought leaders. In addition to allowing MSLs to run educational animations, iPads serve as an excellent way to manage interactions with KOLs across multiple geographic locations and therapeutic areas.

While the iPad brings many attributes to the table, its use also comes with challenges such as issues around security and CRM integration.

To help biopharmaceutical companies better understand the benefits and challenges that come with MSLs utilizing iPads in the field, research and consulting firm Best Practices, LLC recently completed a wide-ranging study on the current practices of field medical teams use of iPads. Topics addressed in "[The iPad: How MSLs Use it to Deliver Science and Data to HCPs](#)" include:

- Training
- Content Delivery and Usage
- Syncing Tablets with CRM Systems
- Security and Compliance Concerns
- Measuring Effectiveness
- Challenges and Best Practices

The study found that training is a critical part of making the iPad a successful investment for MSLs. Two-thirds of respondents chose training related activities as one of the top three best practices to ensure success. While 92 percent of MSLs use iPads to present data to KOLs, only 12 percent receive training on presentation skills, according to the study.

In addition to exploring the role of training, the 62-page study examines how pharma companies approach content delivery and CRM integration associated with MSLs' use of iPads. Another study finding was that companies should develop a content management strategy prior to device deployment. About 50 percent of respondents faced barriers related to content development and availability after an iPad roll-out to MSLs

Research findings provide implementation plans, application strategy and evaluating measures that will equip executives to enhance MSL performance and successfully realize corporate investment in iPads. Best Practices, LLC engaged 25 Medical Affairs leaders at 18 companies through a benchmarking survey instrument. All participants share leadership and oversight of Medical Science Liaison groups at their companies.

To learn more about this report, download a complimentary report excerpt at <http://www3.best-in-class.com/rr1272.htm>

For related research, visit our Best Practices, LLC Web site at www.best-in-class.com/ .

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