

# MEDICAL SCIENCE LIAISON

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What is a MSL?



A Salesperson?





# What is a Medical Science Liaison?

“...specific role within the pharmaceutical, biotechnology, medical device, CRO and other health-care industries. MSLS have advanced scientific training and academic credentials generally in the life sciences.”

# MSL History

- ▣ Medical Science Liaisons (MSLs) were first established by Upjohn Pharmaceuticals in 1967
- ▣ Need for scientifically trained field staff that would be able to build rapport with Key Opinion Leaders (KOLs) in various therapeutic areas of research
- ▣ Originally, the first MSLs were selected from experienced sales representatives that had strong scientific backgrounds to bring a higher degree of clinical and educational expertise to the medical professionals they were working with
- ▣ Over the years, MSL teams have been made up of individuals with various scientific backgrounds including: sales reps, those with nursing backgrounds, those with various doctoral degrees or other clinical backgrounds.

# Responsibilities

- ❑ Develop and maintain professional relationships with key opinion leaders
- ❑ Present scientific data on products including unsolicited and off-label requests
- ❑ Facilitate identification and presentation of research opportunities
- ❑ Assist in implementation of clinical protocol development and administration for proposals to be supported
- ❑ Uncover unique opportunities to develop/implement drug utilization and pharmacoeconomic analysis.
- ❑ Provide information to local experts to assist in keeping their presentations current
- ❑ Conduct on-going training to field sales personnel and others, edit promotional material
- ❑ Represent the company at medical meetings

# MSL MISSION

- ▣ Maximize the value of products through high scientific quality, peer-to-peer communication



