Survey of the Implementation and Utilization of the First Ever Medical Science Liaison Activities Guidelines by the MSL Community
Utilization of the First Ever MSL Activities Guidelines

About:
The MSL Society

The Medical Science Liaison Society is the ONLY 501c3 Non-Profit Organization dedicated to the global MSL profession. The MSL Society is managed by a team of highly experienced global MSL leaders and an advisory committee that consists of a number of VPs, executive directors of Medical Affairs, and MSLs representing numerous companies from various regions around the world.

Our Vision

The Medical Science Liaison Society is exclusively dedicated to advancing the global MSL profession and helping MSLs become more effective in their careers. We provide resources for those interested in the MSL role, as well as, professional growth and development opportunities for current MSL Managers and individual MSLs. We are the credible source for the MSL profession.

Our Mission

The Medical Science Liaison Society is the primary global professional resource for MSL professionals in the Pharmaceutical, Biotechnology, Medical Device, CRO, and other healthcare industries.
The Process of Creating the first MSL Guidelines

- In September of 2016, an MSL Guidelines committee was formed consisting of a large group (30+) of volunteers including MSL managers, MSL trainers, MSLs, and executive leaders from the U.S. and multiple other countries.

- Over a 2 year period, during countless webinar discussions, multiple versions of a draft guidelines were written and tweaked based on continual feedback from the committee.

- During a month long “open comment” period, 879 reviews from 68 countries were collected from global MSL community and ALL comments and feedback submitted were reviewed by the MSL Guidelines committee.

- The final document was then submitted to two separate professional editing firms.

- Multiple TCs with the Pharmaceutical Research and Manufacturers of America (PhRMA)
First-Ever Official Guidelines for MSL Activities

NOW AVAILABLE

Download Here: www.themsls.org/msl-guidelines

2019
Purpose of the MSL Guidelines

• To create a clearer understanding of the MSL role and provide comprehensive recommendations for the activities of MSLs.

• These guidelines do not supersede local laws and regulations, regional codes, and individual company codes of conduct.

• These guidelines are intended to provide guidance to the global MSL profession and the companies that employ them and contains information generally applicable globally.
SURVEY METHODOLOGY

This 2019 Survey included responses from 737 individuals from 54 countries.

The purpose of this survey was to obtain an understanding of the implementation and utilization of the first ever Medical Science Liaison Activities Guidelines by the MSL community. This online survey was open from February 15th – March 15th, 2019. Only completed surveys were included in the data analysis. Respondents were only allowed to participate one time and duplicate surveys from a single email address were not accepted. The survey results were not weighted. Only responses from individuals that identified their current role as one of the following positions (or equivalent title) were included in the data presented in this report:
- MSL
- Sr. MSL
- Medical Advisor
- Manager / Director of MSLs

As a result, these combined roles resulted in a total of 318 individuals from 45 countries. The report includes Global results.

Respondents were invited to participate in the survey through a range of sources including:
- Announcements in our LinkedIn group “Medical Science Liaison & Medical Affairs Networkers” as well as other LinkedIn groups
- The MSL Society newsletter
- Direct LinkedIn messages
Utilization of the First Ever MSL Activities Guidelines

What is your current role?

246
MSL, Sr. MSL, Medical Advisor (or equivalent title)

72
Manager / Director of MSLs (or equivalent title)

Global Data
45 Countries

2019

Survey Demographics

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What is your current role?

134 MSL, Sr. MSL, Medical Advisor (or equivalent title)

37 Manager / Director of MSLs (or equivalent title)

US Data
Utilization of the First Ever MSL Activities Guidelines

How would you classify your company?

- **30%** Large Pharmaceutical (Revenue of $10+ Billion USD)
- **20%** Medium Pharmaceutical (Revenue of $1-10 Billion USD)
- **17%** Small Pharmaceutical (Revenue Less than $1 Billion USD)
- **13%** Biotechnology
- **7%** Medical Device
- **5%** Diagnostic Company
- **4%** Other
- **2%** CRO
- **1%** Contract MSL Organization

Global Data: 318 MSL, Sr. MSL, Medical Advisor (or equivalent title) and Manager / Director of MSLs (or equivalent title)
Utilization of the First Ever MSL Activity Guidelines

How would you classify your company?

- **Large Pharmaceutical (Revenue of $10+ Billion USD)**: 21%
- **Biotechnology**: 19%
- **Medium Pharmaceutical (Revenue of $1-10 Billion USD)**: 18%
- **Small Pharmaceutical (Revenue Less than $1 Billion USD)**: 16%
- **Medical Device**: 11%
- **Diagnostic Company**: 8%
- **Other**: 5%
- **Contract MSL Organization**: 2%
- **CRO**: 1%
- **Other**: 5%

**Survey Demographics**

US Data
171 MSL, Sr. MSL, Medical Advisor (or equivalent title) and Manager / Director of MSLs (or equivalent title)
How Many Years of MSL/MSL Management Experience Do You Have?

- **Less than 1 year**: 21%
- **1-2 years**: 28%
- **3-4 years**: 19%
- **5-6 years**: 10%
- **7-8 years**: 9%
- **9-10 Years**: 4%
- **11-15 Years**: 4%
- **More than 15 Years**: 5%

Global Data:
316 MSL, Sr. MSL, Medical Advisor (or equivalent title) and Manager / Director of MSLs (or equivalent title)
### Utilization of the First Ever MSL Activity Guidelines

How Many Years of MSL/MSL Management Experience Do You Have?

<table>
<thead>
<tr>
<th>Experience Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 year</td>
<td>26%</td>
</tr>
<tr>
<td>1-2 years</td>
<td>25%</td>
</tr>
<tr>
<td>3-4 years</td>
<td>15%</td>
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<tr>
<td>5-6 years</td>
<td>9%</td>
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<td>7-8 years</td>
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</tbody>
</table>

**US Data**
171 MSL, Sr. MSL, Medical Advisor (or equivalent title) and Manager / Director of MSLs (or equivalent title)

2019

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Do you plan to utilize the Global MSL Guidelines in your role as an MSL or for the MSLs that you manage?

92% YES
8% NO

Global Data
306 MSL, Sr. MSL, Medical Advisor (or equivalent title) and Manager / Director of MSLs (or equivalent title)
Utilization of the First Ever MSL Activity Guidelines

Do you plan to utilize the Global MSL Guidelines in your role as an MSL or for the MSLs that you manage?

91% YES

9% NO

US Data
165 MSL, Sr. MSL, Medical Advisor (or equivalent title) and Manager / Director of MSLs (or equivalent title)
Utilization of the First Ever MSL Activities Guidelines

MSLs and MSL Managers from 154 different companies plan to utilize the MSL Activities Guidelines

Global Data
306 MSL, Sr. MSL, Medical Advisor (or equivalent title) and Manager / Director of MSLs (or equivalent title)
How do you primarily plan to use the formal MSL Activity Guidelines?

- **49%**: As a tool to clarify/educate/defend appropriate utilization of the MSL role with colleagues (i.e. sales, marketing etc.)
- **21%**: Resource to develop or strengthen current SOPs
- **17%**: For MSL training
- **7%**: Other
- **3%**: I do not plan on utilizing the MSL Activity Guidelines
- **2%**: Share guidelines with compliance / legal

**Global Data**
317 MSL, Sr. MSL, Medical Advisor (or equivalent title) and Manager / Director of MSLs (or equivalent title)
Utilization of the First Ever MSL Activity Guidelines

How do you primarily plan to use the formal MSL Activity Guidelines?

- 45% As a tool to clarify/educate/defend appropriate utilization of the MSL role with colleagues (i.e. sales, marketing etc.)
- 26% Resource to develop or strengthen current SOPs
- 16% For MSL training
- 8% Other

- 3% Share guidelines with compliance/legal
- 3% I do not plan on utilizing the MSL Activity Guidelines

US Data:
171 MSL, Sr. MSL, Medical Advisor (or equivalent title) and Manager / Director of MSLs (or equivalent title)

2019
Utilization of the First Ever MSL Activities Guidelines

What aspect of the MSL role is the most challenging and requires more guidance?

- **Interacting with commercial colleagues**: 28%
- **Understanding and complying with laws/regulations that pertain to the MSL role**: 25%
- **Collection / documentation of insights**: 22%
- **How to have ethical interactions with HCPs**: 15%
- **Other**: 9%
- **No aspect of the MSL role requires more guidance**: 1%

Global Data
316 MSL, Sr. MSL, Medical Advisor (or equivalent title) and Manager / Director of MSLs (or equivalent title)

2019
Utilization of the First Ever MSL Activity Guidelines

What aspect of the MSL role is the most challenging and requires more guidance?

- Understanding and complying with laws/regulations that pertain to the MSL role: 26%
- Interacting with commercial colleagues: 25%
- Collection / documentation of insights: 24%
- How to have ethical interactions with HCPs: 14%
- Other: 10%
- No aspect of the MSL role requires more guidance: 1%

US Data
170 MSL, Sr. MSL, Medical Advisor (or equivalent title) and Manager / Director of MSLs (or equivalent title)
Utilization of the First Ever MSL Activities Guidelines

Would an online eLearning training program focused on the MSL Activity Guidelines be valuable to you or your MSL team?

Global Data
307 MSL, Sr. MSL, Medical Advisor (or equivalent title) and Manager / Director of MSLs (or equivalent title)

2019

89% YES
11% NO
Would an online eLearning training program focused on the MSL Activity Guidelines be valuable to you or your MSL team?

**US Data**
165 MSL, Sr. MSL, Medical Advisor (or equivalent title) and Manager / Director of MSLs (or equivalent title)

- **YES**: 88%
- **NO**: 12%