



Best Programs & Best People Service

Medical Science Liaison Performance — Fall 2011

Comprehensive, clear, and unbiased communication of clinical product information is integral to meeting the needs of managed care decision-makers. HIRC's *Medical Science Liaison Performance* report provides in-depth analysis of health plans' perceptions and expectations of pharmaceutical company medical science liaisons (MSLs) and includes quality ratings of MSLs by company. Additionally, the *Medical Science Liaison Performance* report addresses the following questions:

- What skills are the most important for medical science liaisons?
- Which companies' MSLs excel at demonstrating clinical expertise and strong communication skills?
- What impact do MSLs have on formulary position?
- What are key training opportunities for MSLs?

Key Finding

Novartis and Novo Nordisk are ranked highest for the quality of their medical science liaisons who demonstrate significant clinical expertise to managed care customers.

Which pharmaceutical firms' medical science liaisons are recognized for their overall quality?

Managed care customers rate MSLs from Novartis and Novo Nordisk highest in overall quality. MSLs from these firms regularly demonstrate comprehensive clinical knowledge and provide content that is credible and consistently unbiased.

- **Novartis'** MSLs are praised by pharmacy directors for their overall responsiveness to health plans' needs.
- **Novo Nordisk** is identified by medical directors as having MSLs that are experts in diabetes and provide access to key thought leaders.

Additional insights into what differentiates a high quality MSL from an under performing MSL can be found in the *Medical Science Liaison Performance* report.



Pharmacy Directors

1. Novartis
2. Endo
3. Centocor Ortho Biotech*
3. Johnson & Johnson HCS*
5. Takeda*
5. Merck*
5. Lilly*

Medical Directors

1. Novo Nordisk
2. Gilead
3. Merck
4. Amylin*
4. Bristol-Myers Squibb*
4. Novartis*

* = tie.

About HIRC

Health Industries Research Companies (HIRC) conducts strategic market research on trends in health care, pharmaceuticals, and managed care businesses.



303 Potrero Street #42-305
Santa Cruz, CA 95060

www.hirc.com

What skills are fundamental in building relationships with health plans?

HIRC's health plan panelists report that it is critical for an MSL to provide an unbiased clinical assessment of a full range of therapeutic options in order to gain the trust and support of their health plan customers.

What are the most desired skills for medical science liaisons?

Fundamental Skills	<ul style="list-style-type: none">• Knowledge of disease• Knowledge of <u>all</u> drug therapies• Unbiased content• Knowledge of company's drugs• Credibility/Integrity
Value-Added Skills	<ul style="list-style-type: none">• Communication/presentation skills• Understands business issues• Managed care/HP knowledge
"Nice to Have" Skills	<ul style="list-style-type: none">• Responsiveness/follow-up• Effective teamwork with AM

The *Medical Science Liaison Performance* report also examines which pharmaceutical companies' MSLs excel at key skills, as well as MSLs impact on product formulary position.

Research Methodology and Report Availability

In fall 2011, HIRC surveyed 54 health plan pharmacy and medical directors at leading national, regional, and BCBS plans. HIRC used a combination of surveys and follow-up telephone interviews with 28 panelists to gather in-depth information and insights.

The *Medical Science Liaison Performance* report is part of the fall 2011 *Best Programs and Best People Service*, and is now available to subscribers at www.hirc.com.

About HIRC's Best Programs & Best People Service

The *Best Programs and Best People Service* benchmarks pharmaceutical companies' value-added program offerings and account manager performance on a twice-yearly basis. HIRC identifies customer preference and interest in programs, critical account manager and MSL skills, as well as trends and opportunities in the health care marketplace.

Research is conducted via extensive surveys and one-on-one interviews with health care industry executives across four managed care customer markets:

- Health Plan Pharmacy Directors
- Health Plan Medical Directors
- Medicare PDPs
- Pharmacy Benefit Managers

Contact Information

Lauren Bolen
Research Director
Best Programs and Best People Service
215.542.1745
lbolen@hirc.com