



Best Programs & Best People

Best in Class Medical/Clinical Science Liaison Customer Insights 2023

Medical/clinical science liaisons represent an essential component of the manufacturer-payor relationship by acting as field-based clinical experts responsible for providing objective scientific education and support to address customers informational needs. HIRC's report, *Best in Class Medical/Clinical Science Liaison Customer Insights*, provides nominations of the best medical/clinical science liaisons, as well as the descriptive factors that operationally define the best-in-class. The report addresses the following questions:

- Which very large, large and mid-size firms' medical/clinical science liaisons receive the most best-in-class nominations?
- Which firms lead in best medical/clinical science liaison nominations across health plan pharmacy directors, health plan medical directors, and pharmacy benefit manager executives?
- Which medical/clinical science liaison attributes operationally define the best-in-class?

Key Finding: The most important factors driving nominations include: providing information (e.g., best practices, actionable market intelligence, clinical insights), responsiveness and follow-up, and product knowledge.

Medical/Clinical Science Liaisons from Novartis are Most Frequently Nominated as Best-in-Class

HIRC queried 65 commercial health plan and pharmacy benefit manager key decision-makers to learn which firms' medical/clinical science liaisons are best-in-class. Novartis leads with the most best-in-class nominations from managed markets customers, followed by AbbVie, Johnson & Johnson HCS, Lilly, Pfizer and Novo Nordisk.

LEADERS IN BEST-IN-CLASS
MEDICAL/CLINICAL SCIENCE LIAISON NOMINATIONS 2023

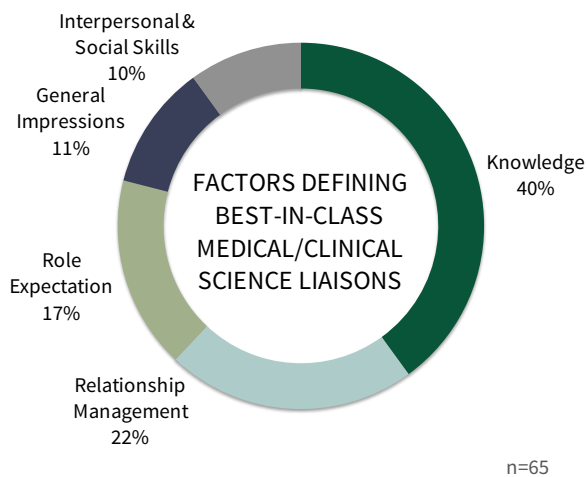
OVERALL RANK	TOP MANUFACTURERS	# of MCSL NOMINATIONS
1	Novartis	13
2	AbbVie	11
3*	Johnson & Johnson HCS	9
3*	Lilly	9
5	Pfizer	8
6	Novo Nordisk	7

n=65

The full report provides a complete listing of best MCSL nominations as well as the rationale behind the nominations.

Five Factor Categories Operationally Define Best-in-Class Medical/Clinical Science Liaisons

Managed markets customers were asked to explain their rationale for best medical/clinical science liaison nominations. Analyses reveal that their evaluations fall within five key descriptive factor categories: (1) Knowledge, (2) Relationship Management, (3) Role Expectation, (4) General Impressions, and (5) Interpersonal & Social Skills.



The best medical/clinical scientific liaisons in 2023 are often described by managed markets key-decision makers as (1) strong information providers of best practices, market intelligence, and clinical insights, (2) excellent in responsiveness and follow-up, and (3) demonstrating deep product knowledge.

Research Methodology and Report Availability

In April 2023, HIRC surveyed 65 key decision-makers from commercial health plans and pharmacy benefit managers. Online surveys and follow-up telephone interviews were used to gather information. The complete report, *Best in Class Medical/Clinical Science Liaison Customer Insights*, is available now to HIRC's Best Programs and Best People subscribers at www.hirc.com.

The Best Programs & Best People Service provides strategic and tactical information to assist pharmaceutical manufacturers in maximizing the impact of their account managers, medical science liaisons, and value-added marketing programs. This service provides insights into the skills and attributes critical to account manager and medical science liaison success, as well as guidance for the development and implementation of support resources that meet customers' evolving needs. For subscription information please contact:



Lisa Nanfra
Research Director
408-884-8560
lnanfra@hirc.com



HEALTH INDUSTRIES RESEARCH CENTER (HIRC) is an independent, nonpartisan organization that conducts strategic market research on trends in health care, pharmaceuticals and managed care businesses. HIRC's benchmark studies focus on the marketing needs of pharmaceutical companies by providing research critical to the development of successful customer-focused marketing strategies.

224 Walnut Street, Suite C
Santa Cruz, California 95060
P: 408-884-8560 • F: 408-884-8561

www.hirc.com