



Best Programs & Best People

Medical Science Liaison Performance: Presence, Quality, Skills, and Opportunities 2016

HIRC's *Medical Science Liaison Performance* report benchmarks 40 leading pharmaceutical medical science liaison (MSL) teams. Based on managed care customer evaluations of MSL skills and overall quality, the report provides insights into critical MSL success factors and customer perspectives and expectations. The report addresses the following questions:

- Which very large, large, and medium firms rank highest in MSL presence and quality?
- How do manufacturers benchmark across ten core and consultative competencies?
- Which core and consultative skills are most important for MSLs to demonstrate? What opportunities exist for improvement?
- How do pharmaceutical firms perform across health plan, pharmacy benefit manager (PBM), and integrated delivery network (IDN) managed markets segments?

Key Finding: Top medical science liaisons excel in both core and consultative skills; leading companies are described as ethical, candid and truthful, understanding of customers' needs, and true experts in drug therapies.

Novo Nordisk Ranks Highest in MSL Quality and Presence Across Managed Markets Segments

Novo Nordisk, GlaxoSmithKline, Johnson & Johnson HCS, and Novartis are the leading very large manufacturers, receiving the highest overall MSL scores across all managed markets segments. Boehringer Ingelheim and Bristol-Myers Squibb lead the large segment, and Genzyme and EMD Serono lead among mid-size firms.

LEADING FIRMS IN MSL PERFORMANCE



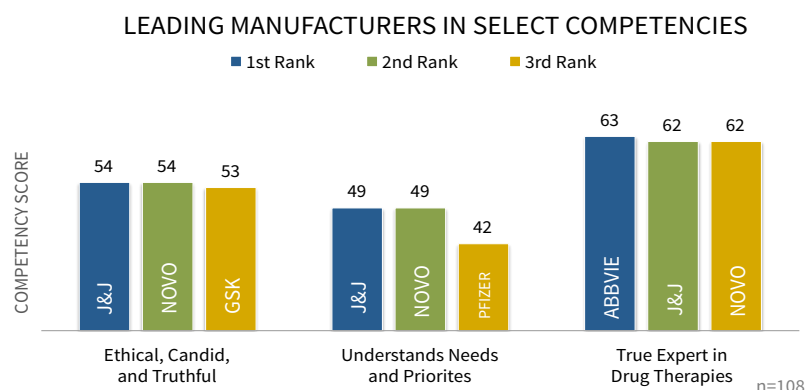
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HIRC calculated manufacturers' overall MSL managed markets score based upon customer evaluations of account managers in two key categories below. The full report provides scores in overall presence and quality for the complete listing of 40 firms.

- **Presence:** Engagement with the MSL
- **Quality:** Overall quality of the MSL

The Best Medical Science Liaison Teams Perform Well in Both Core and Consultative Competencies

HIRC also examined MSL performance across ten critical core and consultative medical science liaison skills. MSLs perform well on average in core competencies such as being a true expert in drug therapies and being ethical, candid and truthful. However, the highest ranked MSLs set themselves apart by excelling in key consultative skills, such as demonstrating and understanding of health plans' needs and priorities.



Johnson & Johnson HCS, and Novo Nordisk consistently lead in MSL performance across the top three most important core and consultative skills to managed markets customers.

The full report details medical science liaison performance for 40 pharmaceutical manufacturers across ten core and consultative skills. Additionally, benchmark data is segmented by the following:

- Commercial Health Plan Pharmacy Directors
- Commercial Health Plan Medical Directors
- Integrated Delivery Network Executives
- Pharmacy Benefit Managers

Research Methodology and Report Availability

In December-January, HIRC surveyed 108 key decision-makers from leading commercial health plans, IDNs, and PBMs. Online surveys and follow-up telephone interviews were used to gather information. The *Medical Science Liaison Performance* report is part of the Best Programs and Best People Service, and is now available to subscribers at www.hirc.com.

The Best Programs and Best People Service benchmarks pharmaceutical companies' value-added program offerings, as well as account manager and medical science liaison performance. HIRC identifies customer preferences and interest in programs, critical account manager and MSL skills, and trends and opportunities in the managed care marketplace.

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HEALTH INDUSTRIES RESEARCH COMPANIES (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.

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