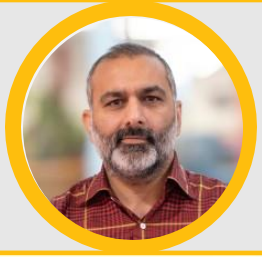


# Building a Framework to Manage MSL Insights



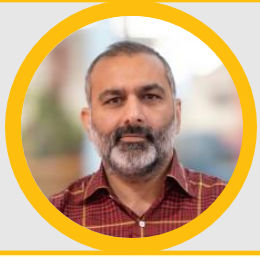
>> NOW SPEAKING: **Sanjay Singhvi**

Director, System Analytic

## Disclaimer

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This presentation is for informational purposes only and is not intended as legal or regulatory advice.



## >> NOW SPEAKING: **Sanjay Singhvi**

Director, System Analytic

# Housekeeping

### Questions for Presenters:

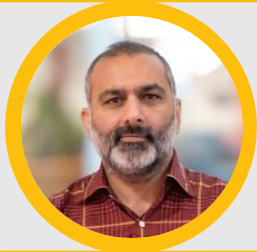
Please submit questions throughout the presentation using the Q&A button in your control panel.

### Evaluations:

The control panel includes a webinar evaluation. Please complete that evaluation so that we can work to ensure the highest quality presentations.

### On-demand Availability of Webinar:

This webinar, as with all previous ones, will be available on-demand next week in the Community Portal for MAPS members.



>> NOW SPEAKING: **Sanjay Singhvi**

Director, System Analytic

# Presenters



**April Adams, PharmD**

Sr. Director, Field Medical Affairs  
MyoKardia



**Dr. Sanjay Singhvi, MBA**

Director  
System Analytic Limited



>> NOW SPEAKING: **April Adams**

Sr Director, Field Medical Affairs, MyoKardia

## Educational Objectives

This session will provide a learning opportunity for our audience by:

- Connecting a community of MAPS professionals with experience and interest in MSL Insights;
- Having a robust discussion on how to build a framework that enables MSL Insights to inform medical strategy at both the local and global level;
- Sharing best practices on how to communicate the impact and value of medical Insights.

# What are we going to discuss today?

1. Why is an Insight framework important?
2. What are the components of an Insight framework?
3. How can technology support a framework?

# Importance Of An Insights Framework (The “Why?”)

# Why is a framework important?

Three key reasons:

1. Connects all the stakeholders and processes
2. Maximises value of the Insights collected
3. Leads to actionable Insights



# 1. Connects all the stakeholders and processes

## Many stakeholders involved

- MSLs, MSL Managers, Medical Affairs, Executive Leadership, R&D

## Numerous processes involved

- Capturing free text Insights, conducting surveys, CRM, prioritising Insights, analytics, identifying trends, follow-up actions

## Several common challenges

- Consistency in Insights collection, consistent reporting across brands and countries

An integrated Framework is essential to bring all this together!

## 2. Maximizes value of individual Insights



**MSL**

Trends

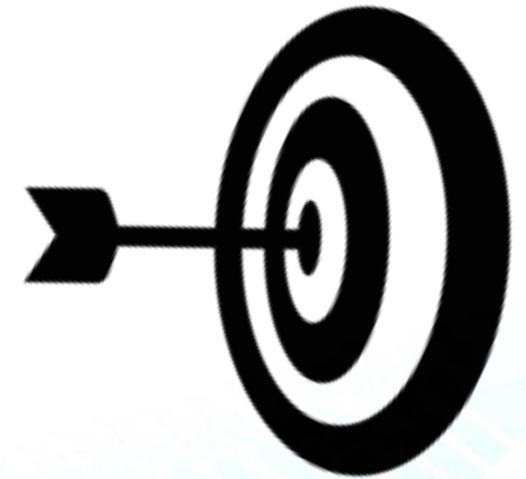
Patient Pathways

Clinical Paradigms

Competitor Information

Education Needs

Data Gaps



**Medical Strategy**

# 3. Leads to actionable Insights

Some reasons for a lack of actionable Insights

## **Lack of:**

- communication about the strategy to the field team
- feedback to the team about their Insights
- transparency of the Insights within the medical team
- reporting capabilities

## **Having a solid framework ensures:**

- the communication and reporting capabilities are in place
- enables the pull through of actionable Insights into ACTION

# Essential Components Of An Insights Framework

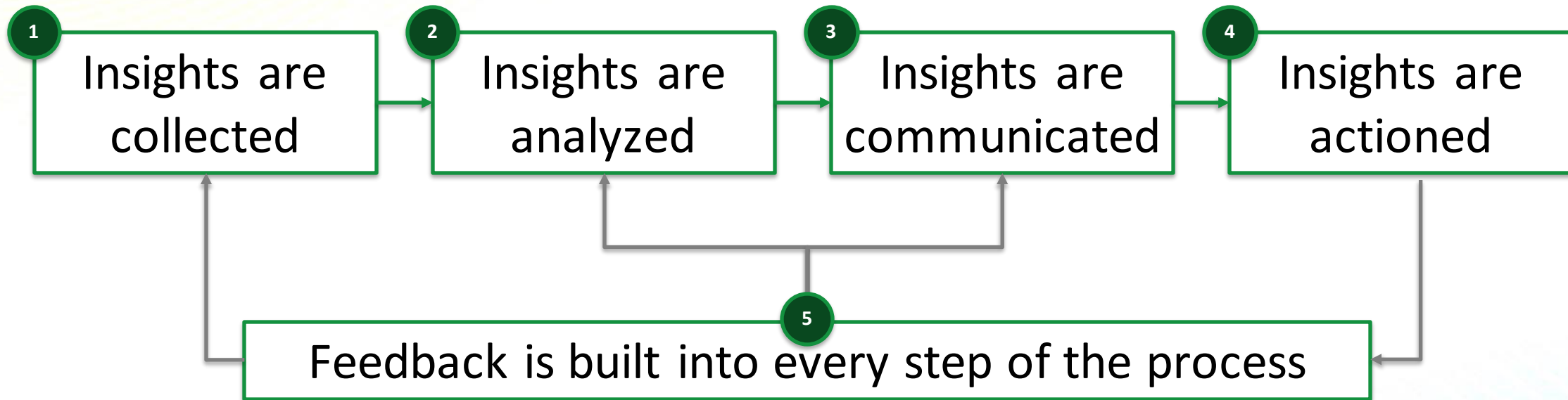
*(The “What?”)*

# Polling Question 1

**A solid framework for capturing, analyzing, and actioning MSL Field Insights: based on what you have seen so far, how would you rate your organization?**

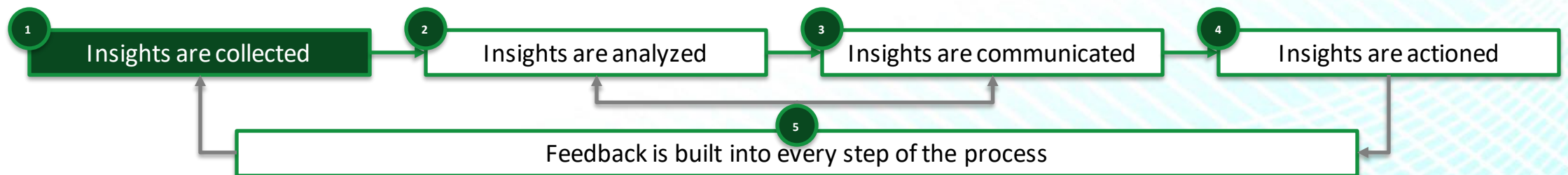
- A. Excellent
- B. Good
- C. Adequate, needs a little work
- D. Poor, needs a lot of work

# Framework: The Five Essential Components



# 1. Insights are collected with consistency

- MSAs collect Insights through a variety of mechanisms (F2F, congresses, etc.)
- Insights are not restricted to one format - free text, surveys: unguided/guided
- Consistent definition of “Insights”
- Consistency in collection and gathering - process AND platform



## 2. Insights are analyzed with enough power

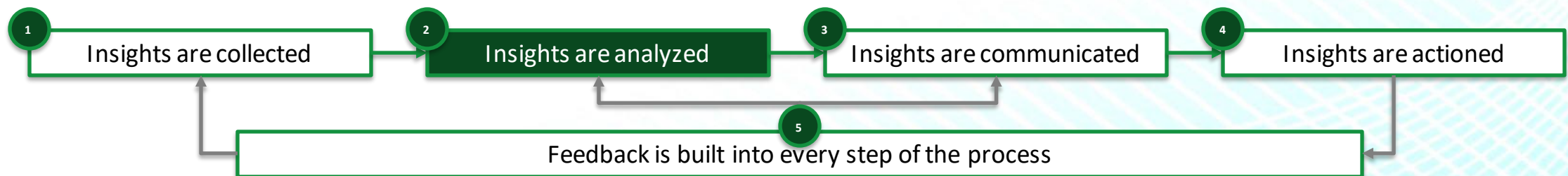
**Power** = with an adequate level of rigor and capability, akin to ‘well powered research trial’

**Only by analyzing with enough power will you be able to:**

- identify important Insights, find trends, and prioritize actionable Insights
- separate the wheat from the chaff

**To ensure there is enough power in your analytical process:**

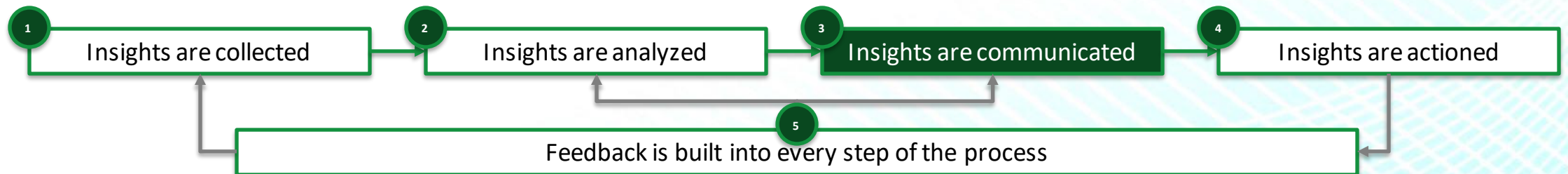
- appropriate technology to collate and analyze on a regular basis
- strategy - if team doesn't know strategy, how can they know what's important





# 3. Insights are communicated to all stakeholders

- Regular reporting
- The right report for the right stakeholder
- Escalating important Insights to the right people quickly
- Sharing Insights amongst MSLs
- Harnessing yours MSLs' knowledge to drive strategy
- Country and Global Medical Teams discuss Insights regularly



# 4. Insights are actioned by all concerned

## Who can take action?



MSLs in their own territory



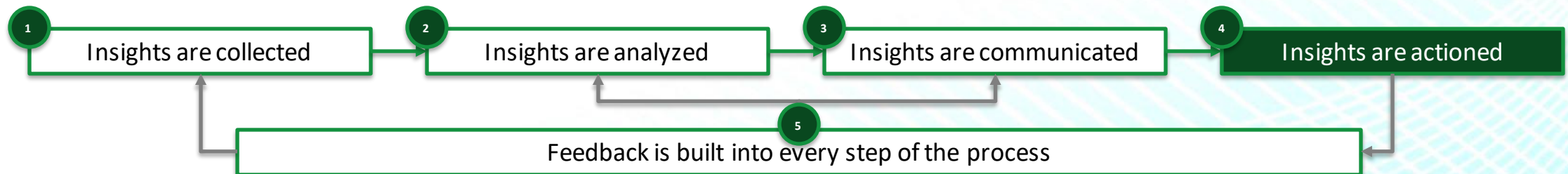
Local/country medical teams



Global medical teams

## How to best ensure Insights are actioned?

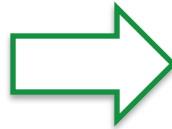
- Accountability for the appropriate teams to take action
- “Asking” for action



# 5. Feedback is built into every step of the process

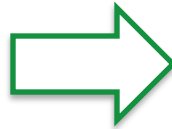
If your team is not getting feedback about the Insights they submit, they are going to miss the target!

Feedback comes from the **manager**

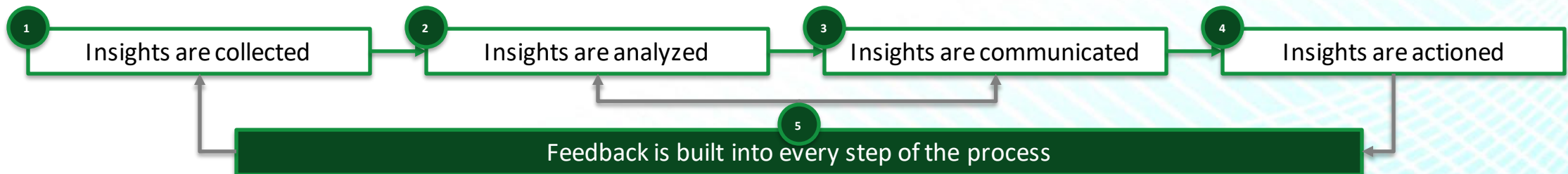


- Strategic alignment
- Is it actionable
- Needs additional information

Feedback comes from the **medical teams**



- New study for data gap
- Resource development/Publications
- Strategy is working



# Technology To Support An Insights Framework (The “How?”)

# Polling Question 2

**What “tech” do you use to support the MSL Field Insights process – collecting, analyzing, reporting, actioning?**

- A. Excel & PowerPoint
- B. Built our own platform / modified existing CRM
- C. 3rd party dedicated Insights platform
- D. Other

# Technology is an 'enabler'

- Organisation first needs to establish all the components of the framework
- Technology alone cannot replace a framework, create a feedback culture, etc.
- Technology can help to eliminate roadblocks and challenges for the framework to be more effective

*“Change our process to adapt to the tech” or “Change the tech to adapt to our process”  
It’s always a balance!*

# What are the pain points for MSL Insights?

## Capture

- Inconsistency in capturing and storing Insights?

## Analysis

- Analysis is done manually and takes time?
- Unable to identify trends, escalate Insights?
- Can't generate reports for different stakeholders and share easily?
- Unable to search Insights for unexpected ad-hoc issues or topics?

## Closing the loop

- Difficult to give feedback to MSLs in real-time?
- Strategic priorities can't be regularly communicated back to MSLs?
- MSLs can't see easily what they are supposed to focus on?
- MSLs feel their Insights are disappearing into a black hole?



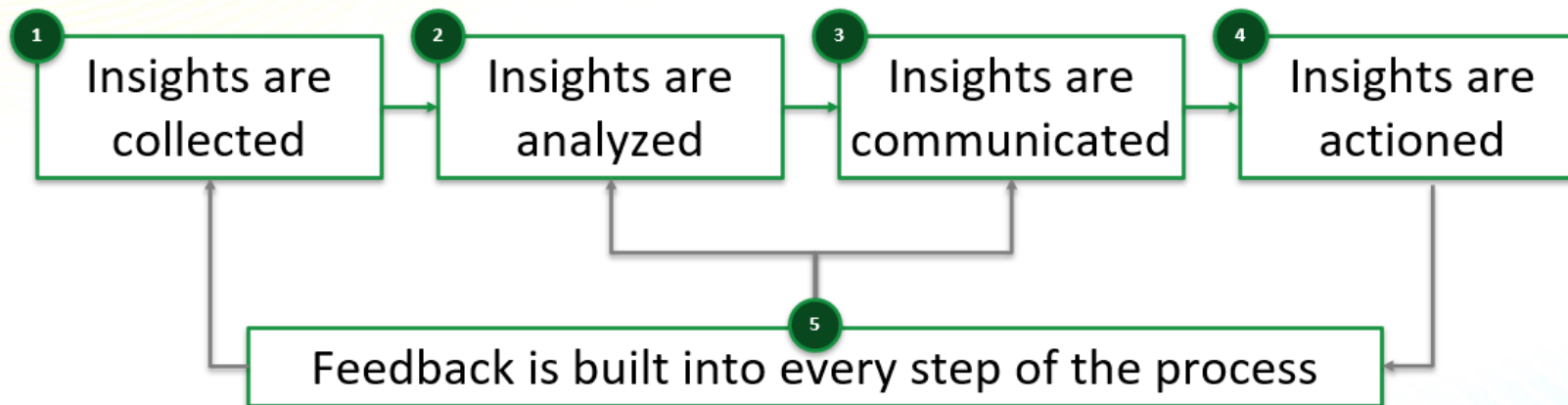
# Platform should support all framework components

Consistency in capture, flexibility as needs change, free text, surveys

Key trends, topics, ad-hoc queries

Multiple stakeholders, priority Insights

Monitor action, strategy feedback, priorities

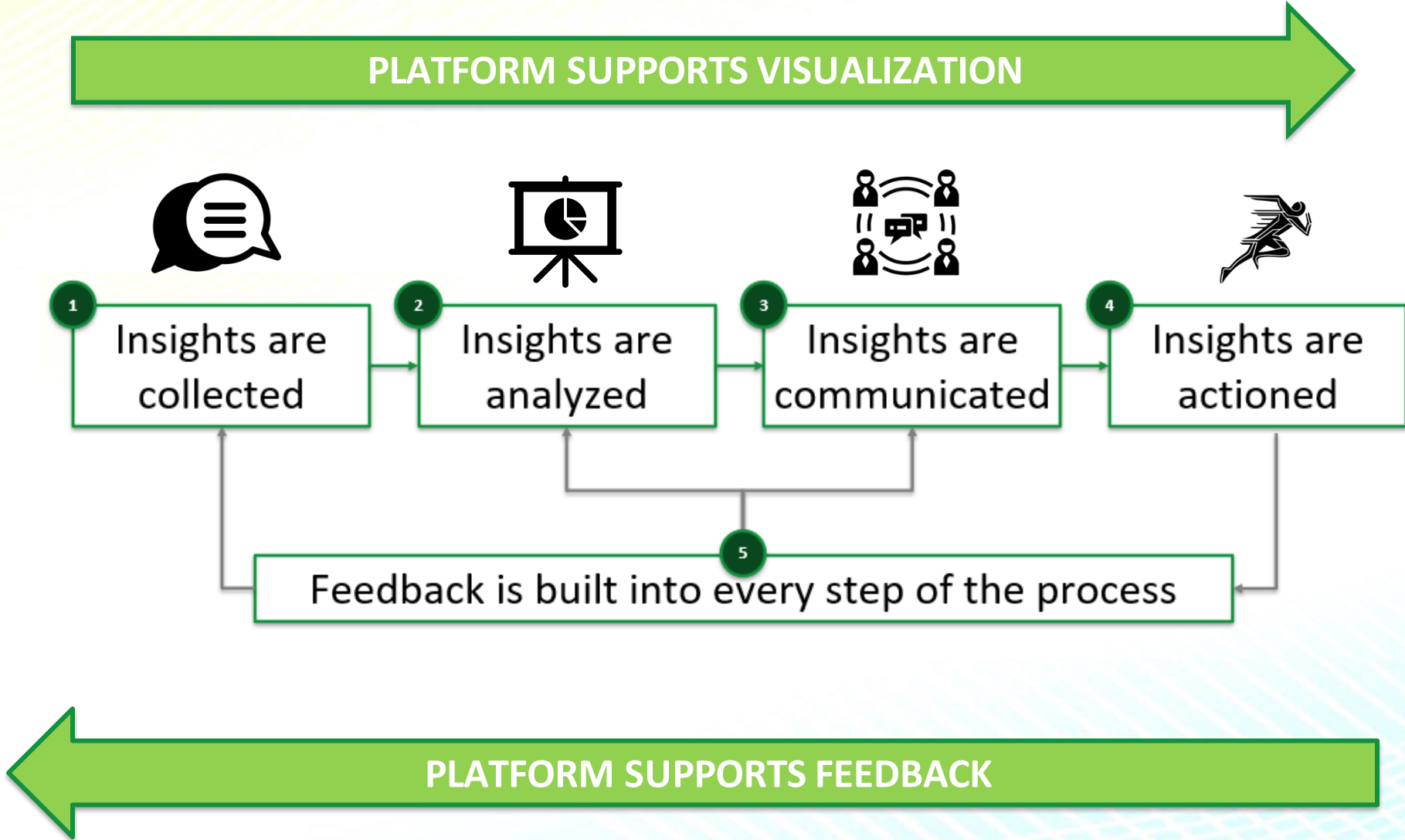


Medical, MSL, Leadership



# Summary

# Framework Must-Haves





**April Adams**

Sr. Director Field Medical Affairs  
MyoKardia



**Sanjay Singhvi**

Director  
System Analytic

**Thank you!**  
*Questions?*