

Welcome!

The Power of The Empowered MSL

A diverse discussion between an MSL, a Medical Field Excellence Leader, and a Solution Provider on an aligned partnership to supercharge scientific exchange

Disclaimer

The views expressed in this Webinar are those of the presenters, and are not an official position statement by MAPS, nor do they necessarily represent the views of the MAPS organization or its members.

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

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Nika Sajed is employed by Gilead Sciences, Inc. Nika's statements are her own and she is not speaking on behalf of Gilead.



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Jason's statements are his own and he is not speaking on behalf of Daiichi Sankyo.



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Educational Objectives

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

1. Current expectations of MSLs
2. Challenges to MSL empowerment
3. MSL-centered design and development
4. Modern support to enable and sustain
5. Benefits of Empowered MSLs

Defining The Empowered MSL



1. Current Expectations of MSLs

GROWING MSL RESPONSIBILITIES

- HCP engagement and education
- HCP insights gathering
- Research support
- Conference coverage
- KOL, DOL, and speaker identification
- Competitive intelligence gathering
- CRM reporting



- Deeper data and trend analysis
- Advisory board planning and execution
- Expanded literature reviews
- Content development and publishing
- Internal team support and training

1. Current Expectations of MSLs

EXPANDING EVEN FURTHER OVER THE LAST YEAR



OPTIMIZING HYBRID ENGAGEMENT

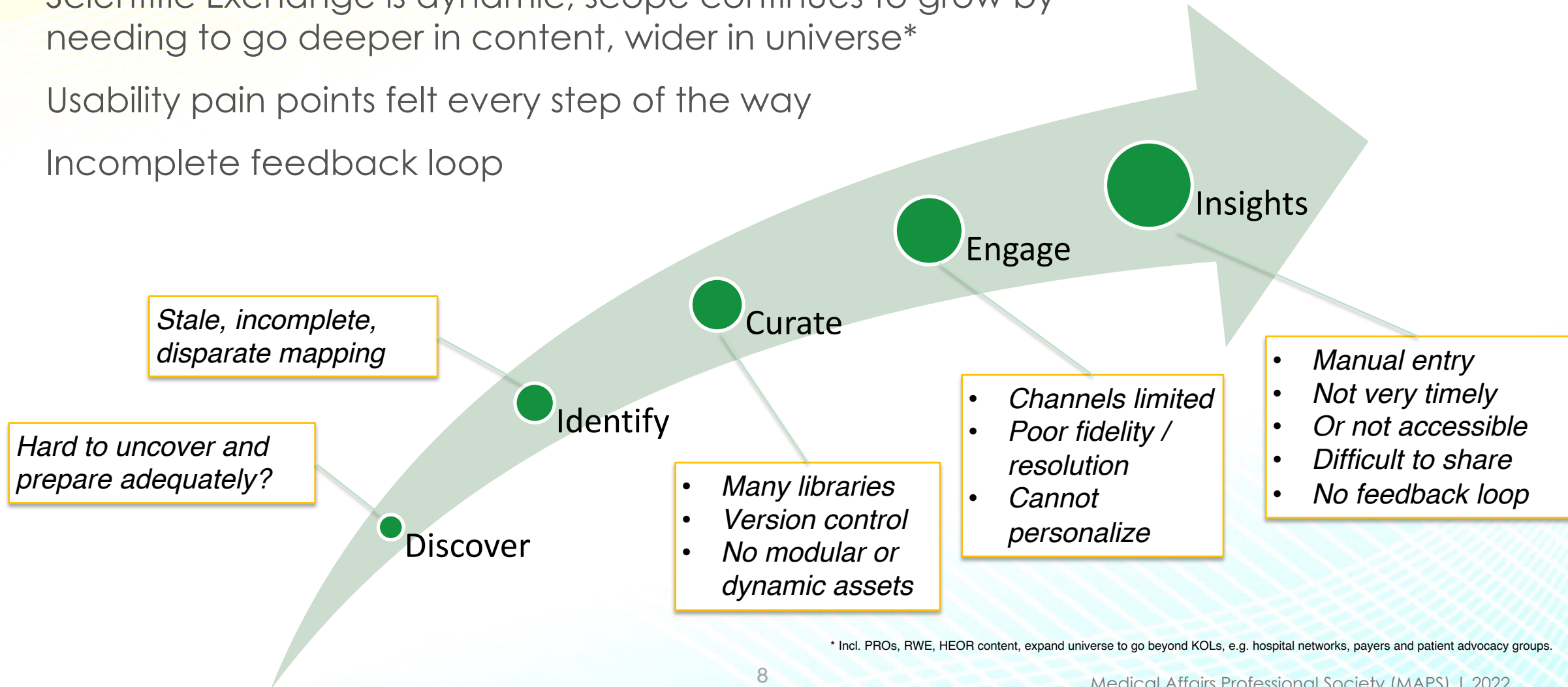


COVERING LARGER GEOGRAPHIC REGIONS

* Points on this slide are sourced from an industry panel hosted by MSL Society Webinar, Sept 2021

2. Challenges to MSL Empowerment

- Scientific Exchange is dynamic, scope continues to grow by needing to go deeper in content, wider in universe*
- Usability pain points felt every step of the way
- Incomplete feedback loop



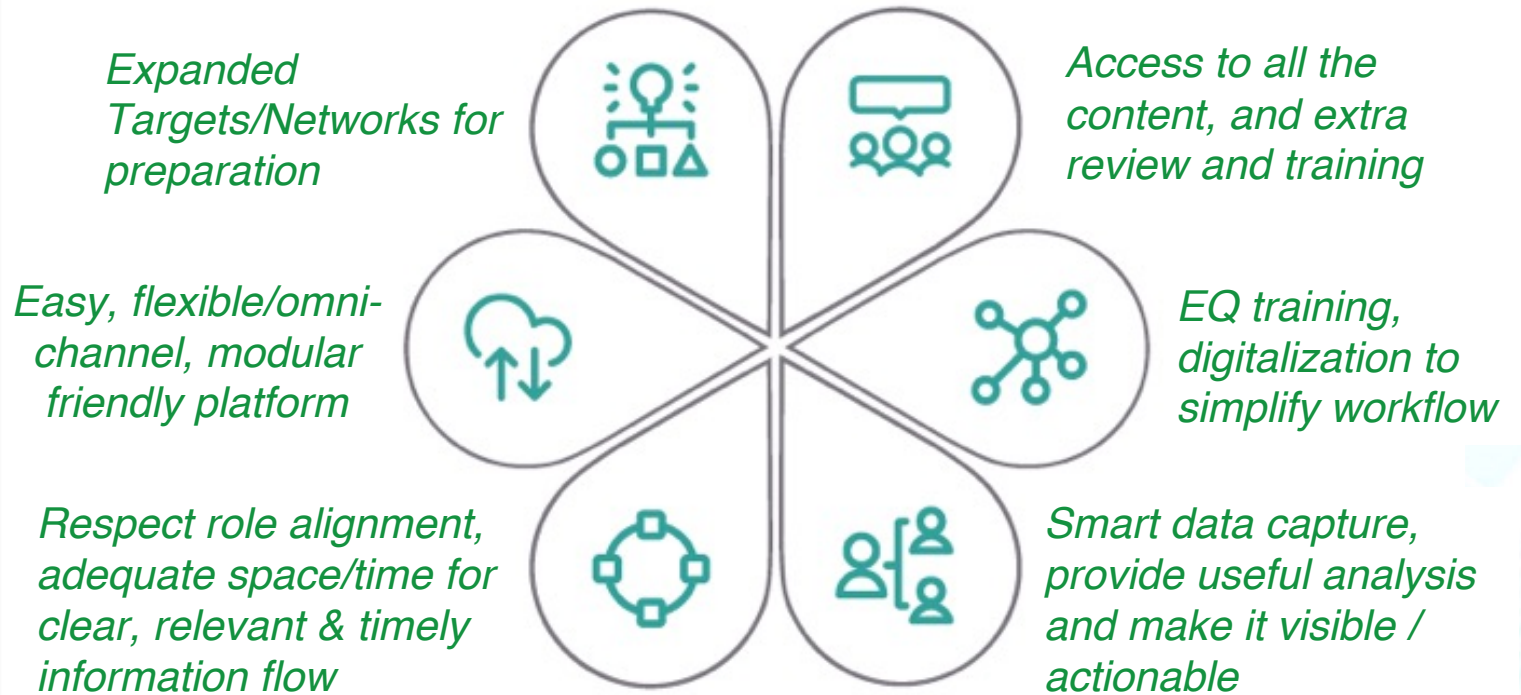
* Incl. PROs, RWE, HEOR content, expand universe to go beyond KOLs, e.g. hospital networks, payers and patient advocacy groups.

3. MSL-Centered Design & Development

What can each role do to better listen, advocate for, and design for next level MSL empowerment?

Simplify MSLs' lives while modernizing support capabilities.

Empowerment Strategies to Enable New Traits:



Source: ZS, Aug 2021

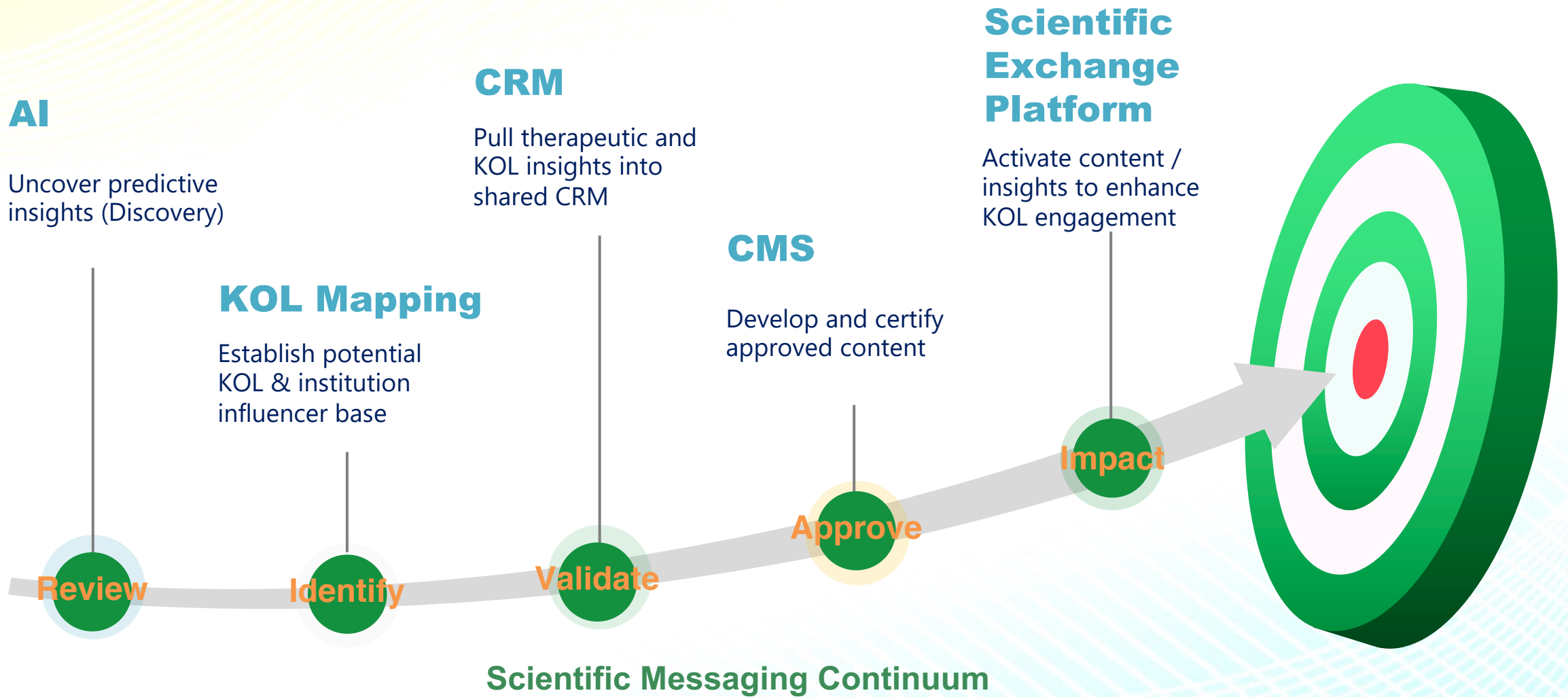
Polling Question

The current medical field support foundation (tools, services and insights) adequately meets new challenges facing you or your MSL team.

Scale 1-4.

- 1. Strongly Disagree*
- 2. Disagree*
- 3. Agree*
- 4. Strongly Agree*

4. Modern Support to Enable, Sustain



Polling Question

Where is your organization prioritizing its focus and investment, to modernize support and further empower MSLS?

- KOL Insights & Mapping*
- CRM & CMS Enterprise Systems*
- Scientific Exchange & Engagement Platform*
- All of the above*

5. Benefits of Empowered MSLs



Key Takeaways:

The Power of The Empowered MSL

1. MSL profile has elevated. MSLs are expected to do more with less, and there are tangible ways to support them further.
2. Applying a modern and MSL-centered support model to simplify **content** access/use while amplifying **insights** are keys to MSL empowerment.

Thank You!