

Three Ways Field Medical Teams Can Better Engage Experts



Refresh

Refresh your organization's expert list and do it annually. This helps maintain diversity of insights. It can also help identify potential rising stars that were not otherwise on the radar before, while actively gathering information and building their sphere of influence through digital channels. Refreshing your list of experts illuminates shifts in research focus and provides new opportunities for collaboration.



Remain Relevant & Really Know the Experts

A curated list is only the first step in managing your area of interest effectively. Diving in to understand each expert and the things that matter to them the most is key to having a meaningful engagement. First, understand how their body of work has or is changing and how to summarize that in a narrative fashion. An MSL should be able to give an up-to-date, concise, and high-level overview of their top experts. Second, in competitive markets, MSLs must understand how their list of experts are working with the rest of their industry - in particular the competition and need to be refreshed with the industry trends.



Research & Recommendations

Have an elevator pitch. MSLs should always have an elevator pitch on deck for each of their top experts that clearly articulates what the key opinion leader (KOL) is all about. It's not uncommon for organization to approach their Medical Affairs and MSL teams for KOL recommendations or nominations to work on specific projects. An MSL at the top of their game needs to be cognizant of how they are presenting their experts internally.

MSLs need resources like seasoned experts and KOLs mixed in with some rising stars, collaborating in an advisory board to contribute to the rich texture of expertise.

By taking these steps, MSLs can be more effective in representing their internal and external stakeholders. We'd love to talk to you about your current MSL needs and strategize together.

For more information, visit, www.h1.co/resources.