

Shaping the future of Field Medical: Turning industry leaders' ideas into actions

Solutions co-created by
80 Field Medical leaders



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Industry leaders participated in a roundtable in December 2021 to discuss how organizations are thinking about future Field Medical strategy.



[Field Medical Leaders Roundtable Report - access here](#)

At the 2022 Medical Affairs Professional Society (MAPS) Annual Meeting, we led two high-energy, interactive workshops using a sprint approach to translate the top priority insights from the roundtable into actions that can be implemented within Field Medical organizations.

Below you will find the insights identified by roundtable participants and actions that were developed in the workshops.



Medical Science Liaisons (MSLs) need to be agile storytellers...

- Ensure a high level of storytelling competency among Field Medical
- Incorporate storytelling skills and competencies into hiring practices
- Conduct skills and competency assessment to effectively identify and address agile storytelling gaps
- Ensure storytelling training is part of the core curriculum for Field Medical professionals

...with access to flexible approved content to build compelling and concise scientific stories ...

- Gain leadership support and alignment to generate flexible, approved, and compliant content
- Obtain dedicated resources and budget for the development/ deployment of innovative and timely flexible content
- Conduct internal needs assessment and invest in technology that supports the use of flexible content
- Partner with Compliance/ Legal early to ensure an understanding of the need for flexible content to enhance scientific exchange
- Build a Compliance/Legal framework to ensure appropriate development, approval, and use of flexible content in the field
- Partner with Medical Communications to develop content



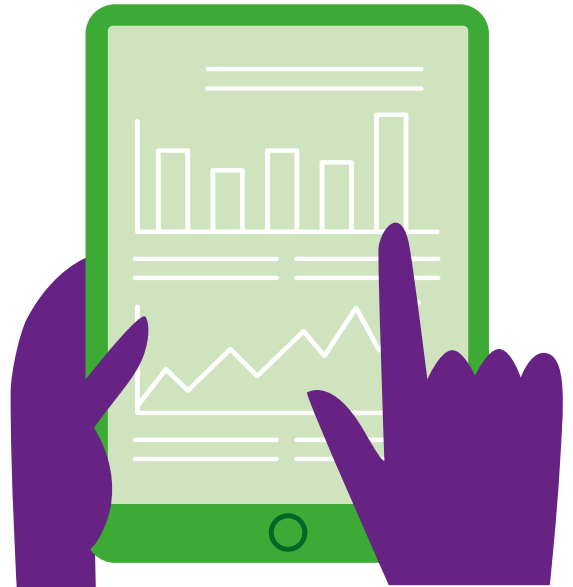
...that are customized based on individual stakeholder needs and interests ...

- Obtain the budget and access to tools, data, and advanced analytics to provide a 360° view of individual Key Opinion Leaders (KOLs) from a cross-functional perspective while maintaining compliance
- Conduct MSL insights training to strengthen feedback regarding KOL interests, educational needs, and content/channel preferences to enable further communication customization
- Upskill Field Medical on the application of data for enhanced KOL mapping to ensure a better understanding of individual stakeholders
- Enhance pre-visit planning by preparing key topics/content to enable MSLs to deliver data in the context of the KOL's own patients and interests
- Leverage Artificial Intelligence (AI) to streamline the process – mapping and predictive algorithms to determine the next best action



...with additional information made available to stakeholders via self-service content and on-demand MSL support.

- Gain leadership support and alignment to provide these additional options
- Invest in technology to support self-service and MSL on-demand support
- Leverage a user-friendly, intuitive platform for self-service content – a centralized source for presentations, articles, videos, webinars, and more with the ability to track resource usage
- Design and implement a process to leverage usage metrics and insights to inform rapid content enhancement
- Simplify current content with increased modularization and interaction
- Develop a resourcing and deployment model for on-demand MSL support



STAY TUNED! The topics raised in these workshop will be the focus of future MAPS Field Medical Focus Area Working Group activities.



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From Vision to Action - Medical Affairs' Time to Lead is Now