

Welcome!

**Futureproofing the MSL Role as
THE Critical Success Factor in
KOL Omnichannel Engagement**

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Educational Objectives

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

- 1. Defining the multifaceted, pivotal role of MSL in KOL omnichannel engagement**
- 2. Clarifying the most critical empowerment needs to achieve modern-day excellence**
- 3. Unlocking scientific exchange impact with future-proof capabilities**



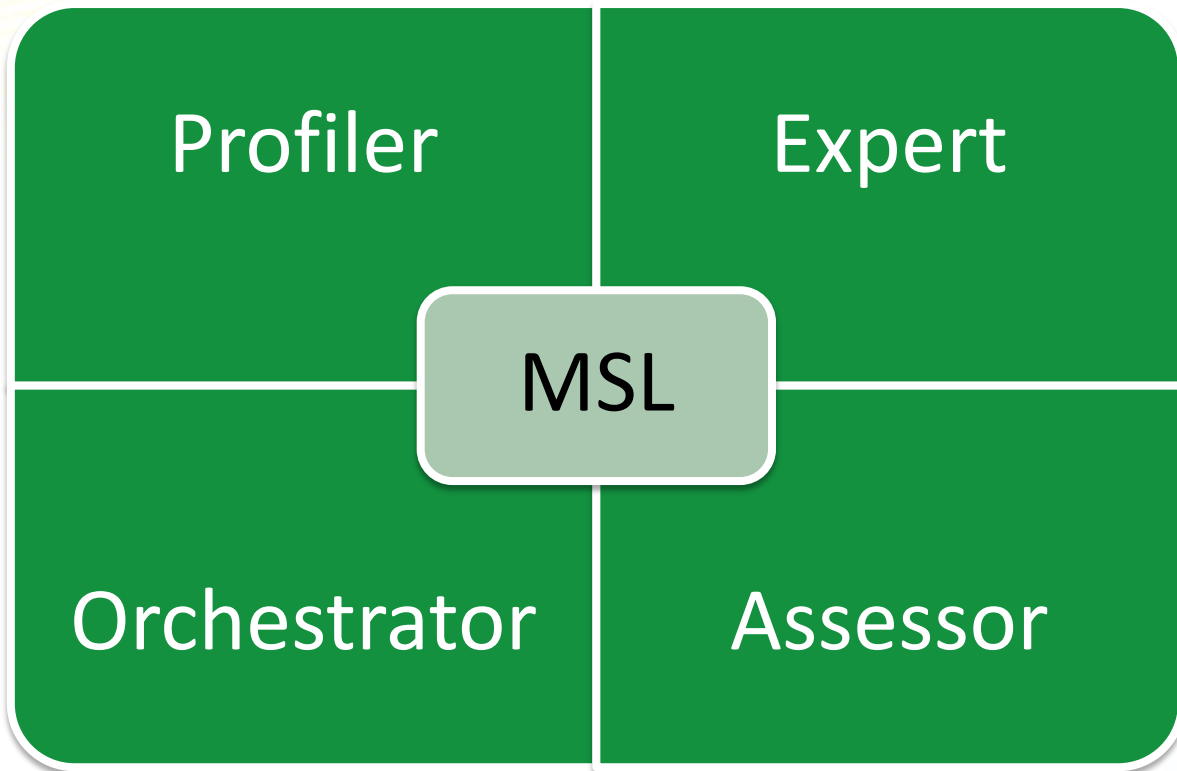
Defining the multifaceted, pivotal role of MSL in KOL omnichannel engagement

Defining KOL Omnichannel Engagement as Medical Affairs

Hyper personalization that's seamless across relevant/preferred channels while **deepening knowledge** along the KOL's scientific journey

Source: Alucio, Inc. Aug 2023

The Multifaceted, Pivotal Role of MSL



- Review each facet
- Prioritize, explore based on product lifecycle staging

MSL Orchestration in Context of KOL Engagement

Consultative

- **Dispersed**
 - Liaises as a critical functional, scientific expert to KOL
 - Consults as an essential voice at the table, reactively addresses inquiries

Integrative

- **Dispersed <-> Orchestrated**
 - Liaises largely as a part of a harmonious personal engagement team to KOL
 - Integrates x-functionally where possible, and attempts to anticipate KOL's needs

Predictive

- **Orchestrated**
 - Liaises as part of a seamless enterprise entity to KOL
 - Inclusive of personal & non-personal x-functional data, augmented by AI/ML, hyper-personalized stakeholder engagement

- **What are the pros/cons of each? How effective might the personalization be?**



Clarifying the most critical empowerment needs to achieve modern-day excellence

New Expectations of the MSL in KOL Omnichannel Engagement

MSL's scientific exchange competency yields accessible, measurable, qualitative KOL sentiment measures

Meaningful Engagement

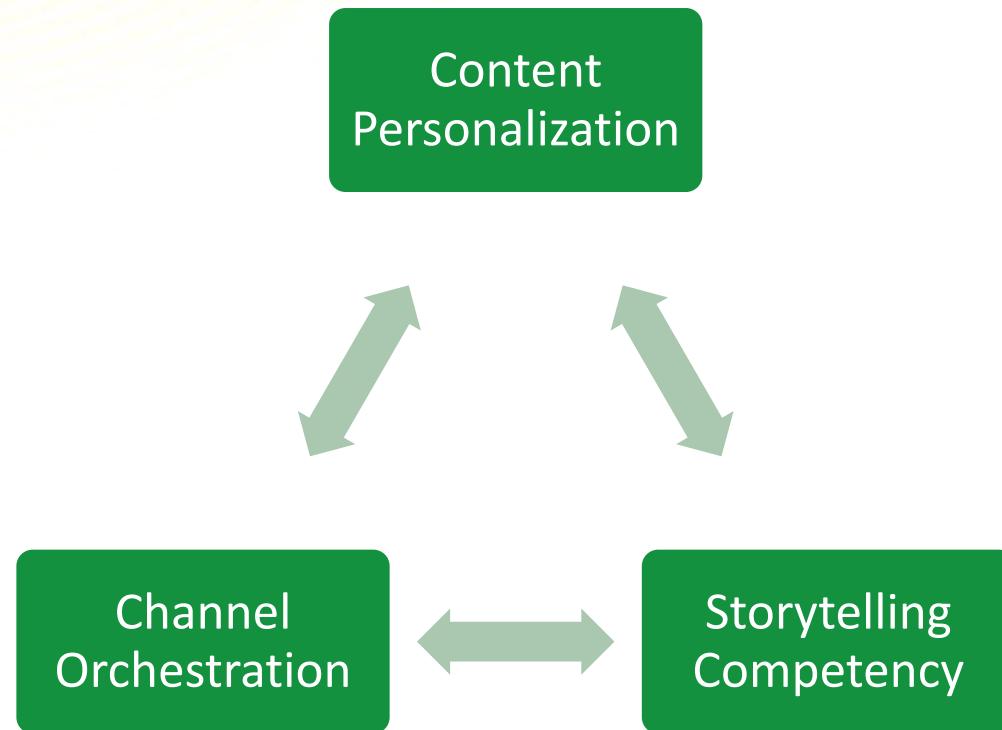
MSL orchestrates KOL omnichannel engagement cross-functionally effectively and efficiently

Operational Excellence

MSL receives actionable insights on how KOLs have moved along their scientific behavioral journey

Insights-Based Input

Capability Audit: Modern Scientific Storytelling



- For each storytelling capability pillar, what should its modern-day definition be?
- What are baseline expectations (**today**) vs. future horizons (**tomorrow**)?



Unlocking scientific exchange impact with future-proof capabilities

Critical Capabilities to Unlock MSLs' Full Potential

Are you ready?

MSL-Led Scientific Exchange Platform

Transparent Data for Orchestration

Modernize Content Personalization

Empower to Collaborate Cross-Functionally



THANK YOU

**Let's Futureproof the MSL Role in
KOL Omnichannel Engagement**