

The 10 Essential Key Metrics for Medical Science Liaisons



SPR-200

Methodology

Arx Research analysts used primary research resources to develop the findings presented in this document. The quantitative and qualitative data was collected through surveys and interviews conducted with 100's of medical affairs executives, Medical Science Liaisons and thought leaders.

The findings presented in this document result from survey input of respondents from life science organizations as well as from thought leaders. The data stem from an aggregate of multiple research initiatives on MSL operations and thought leader management.

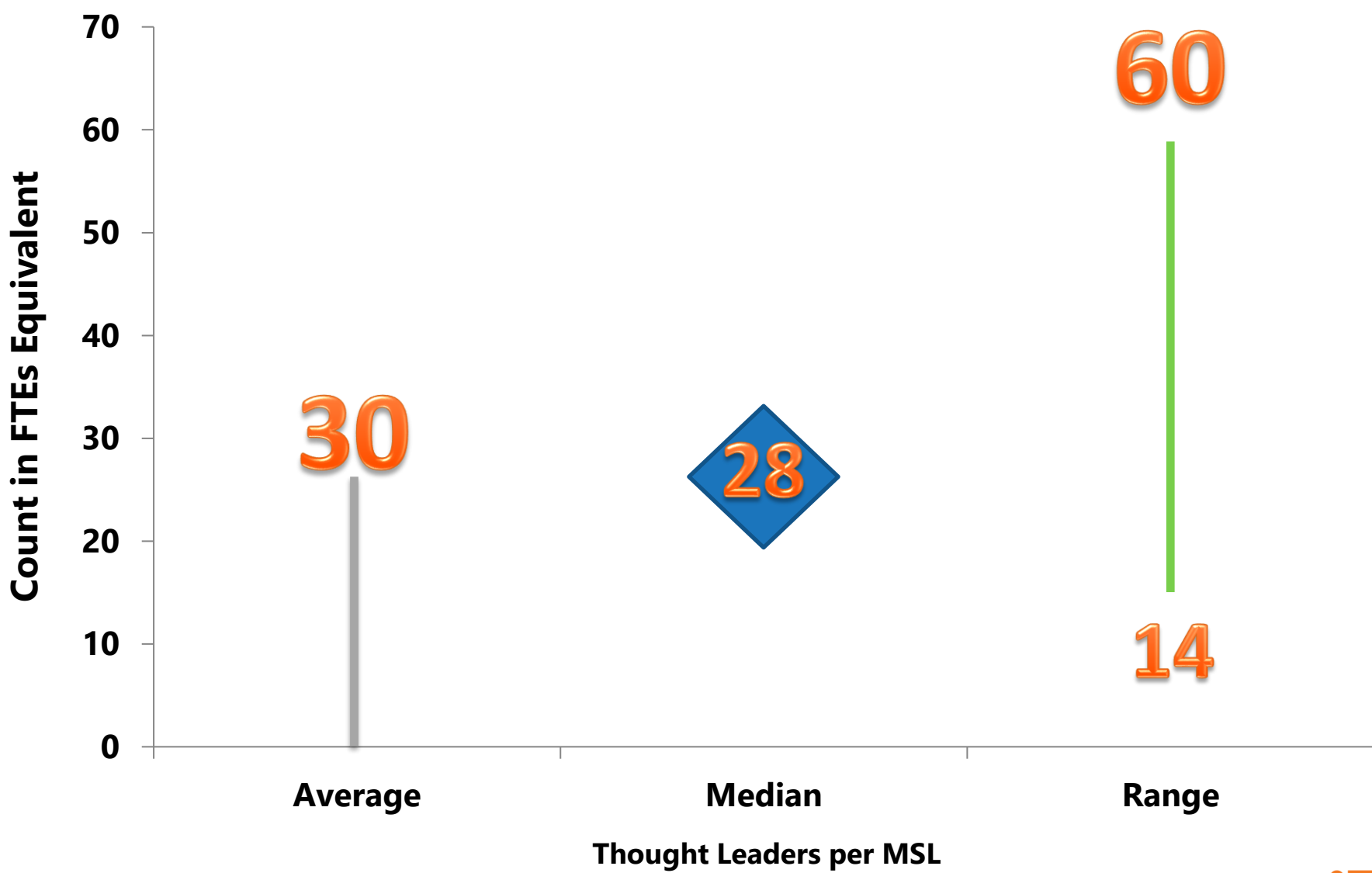
Blinding

We protect the identity and privacy of study participants and therefore blind their personal information and the organizations they belong to. This allows Arx Research to collect unbiased information, provided confidentially from participants.

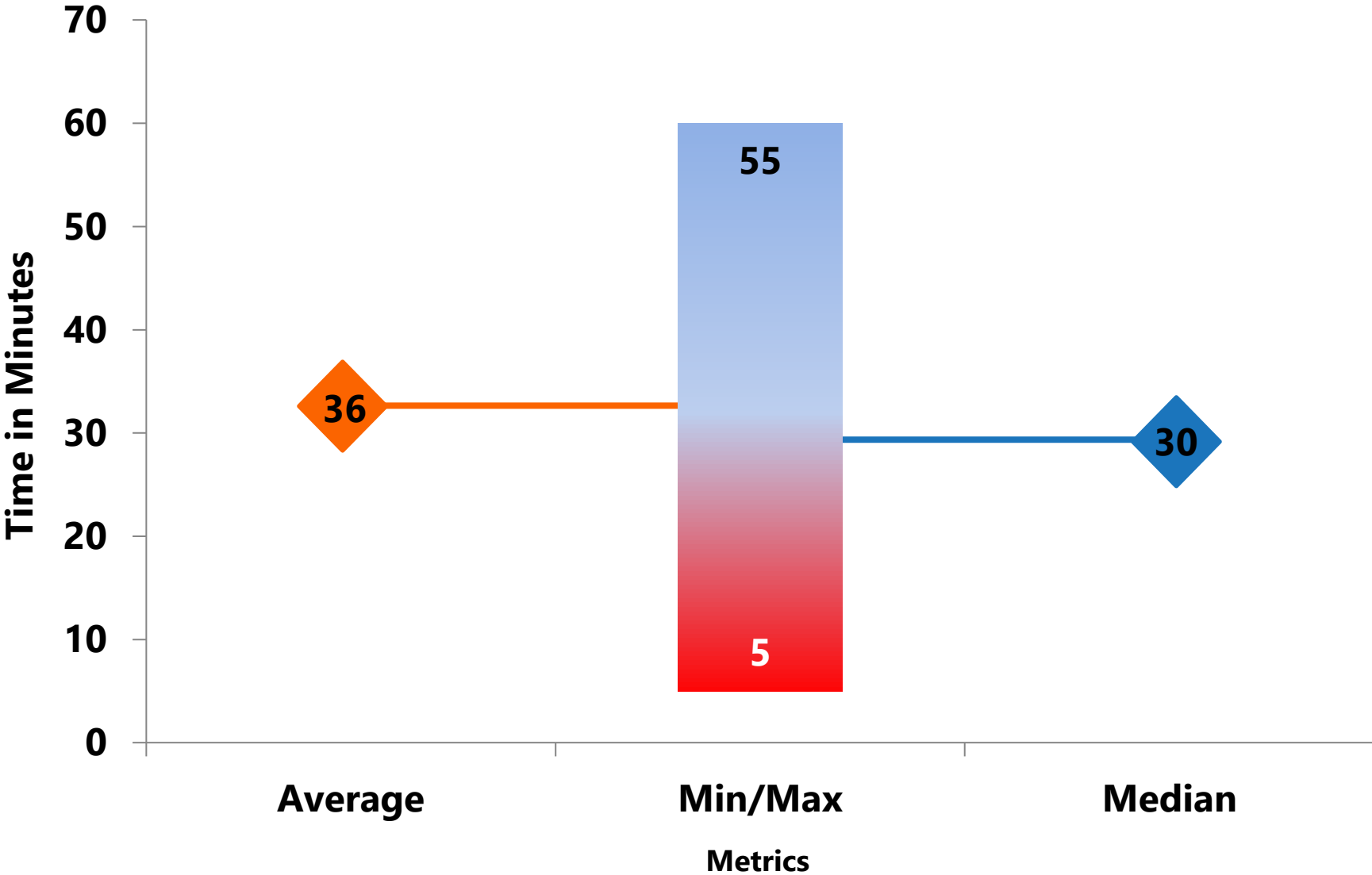
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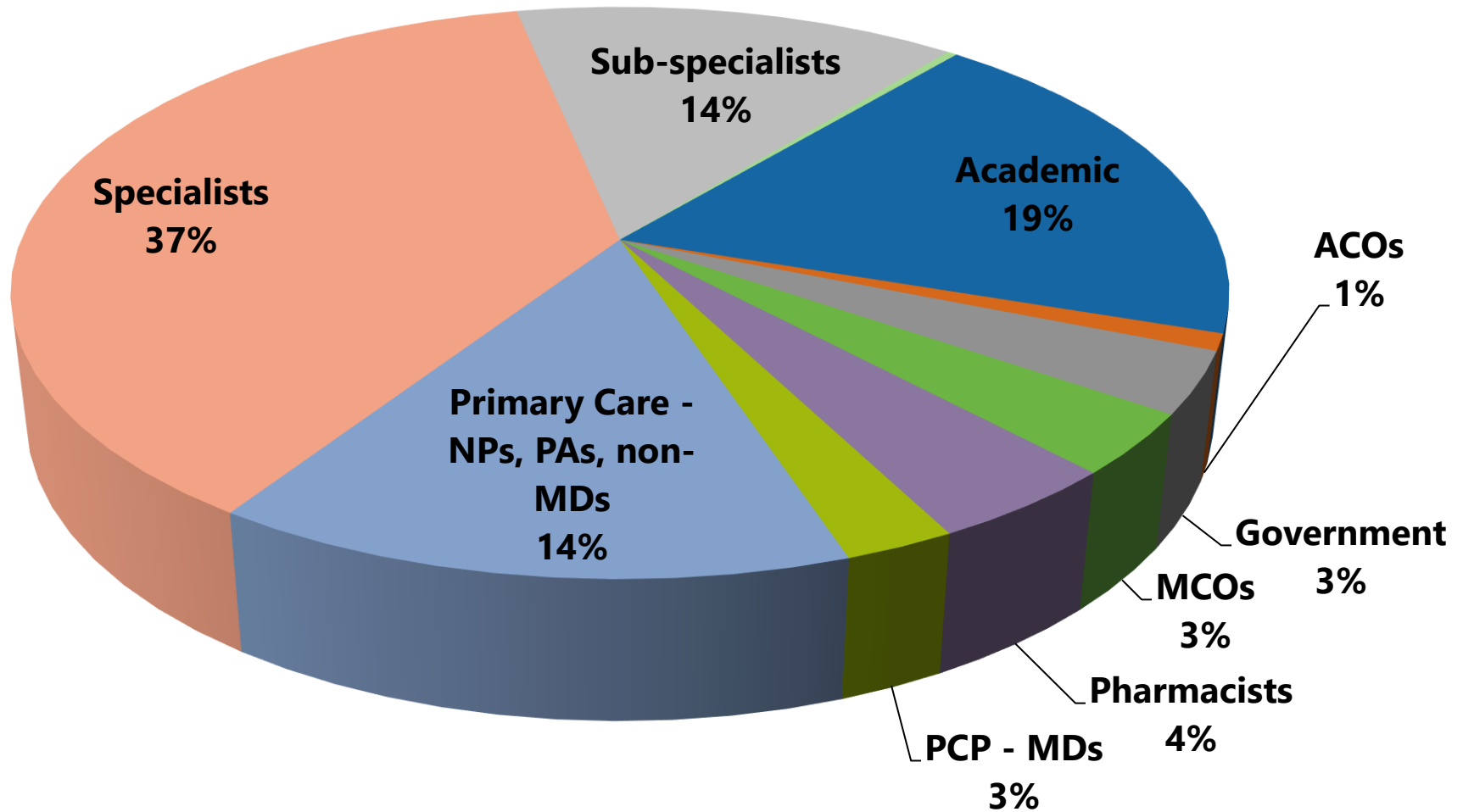
Number of Thought Leaders per MSL



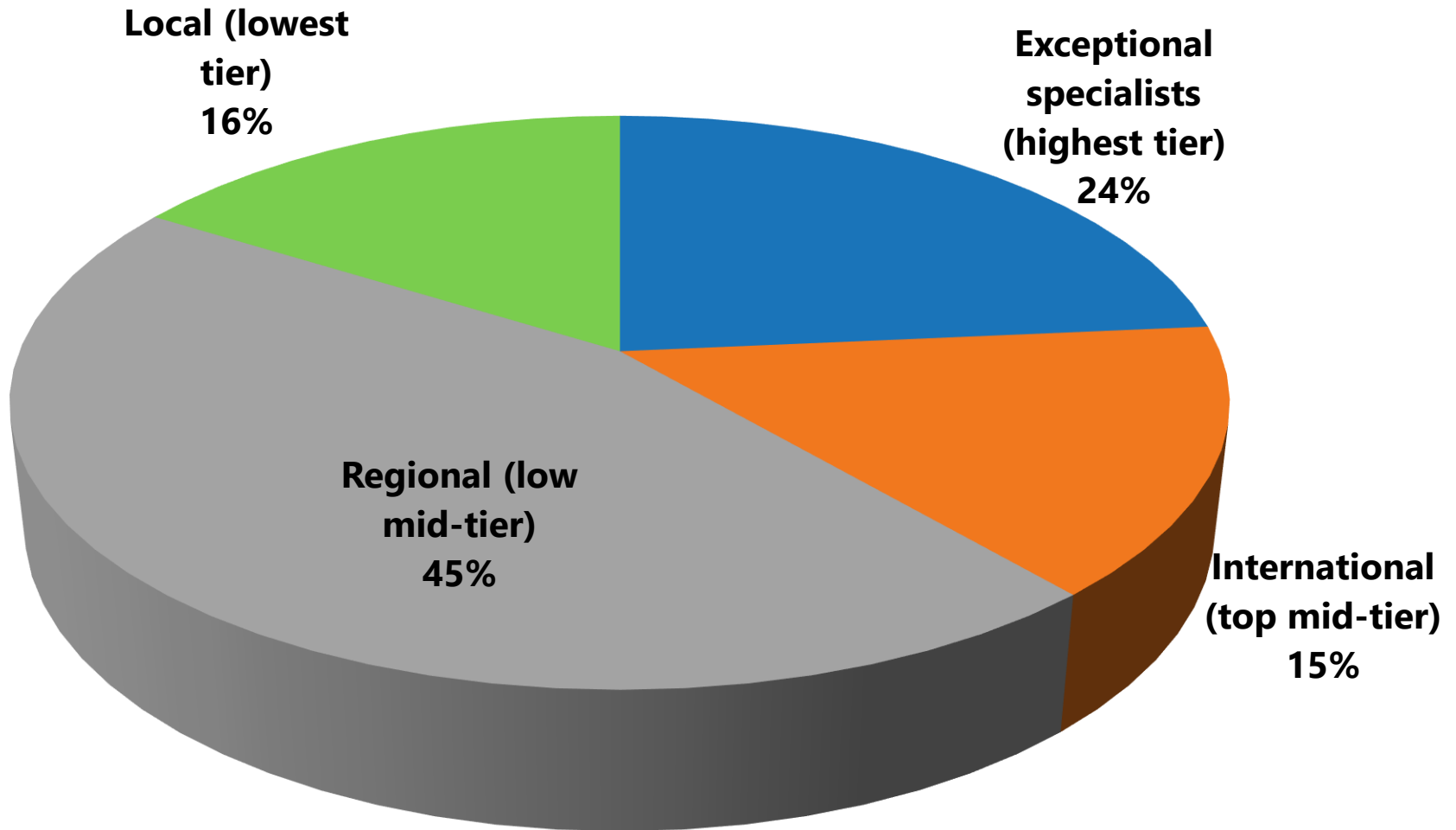
Duration Metrics: Meetings with Thought Leaders



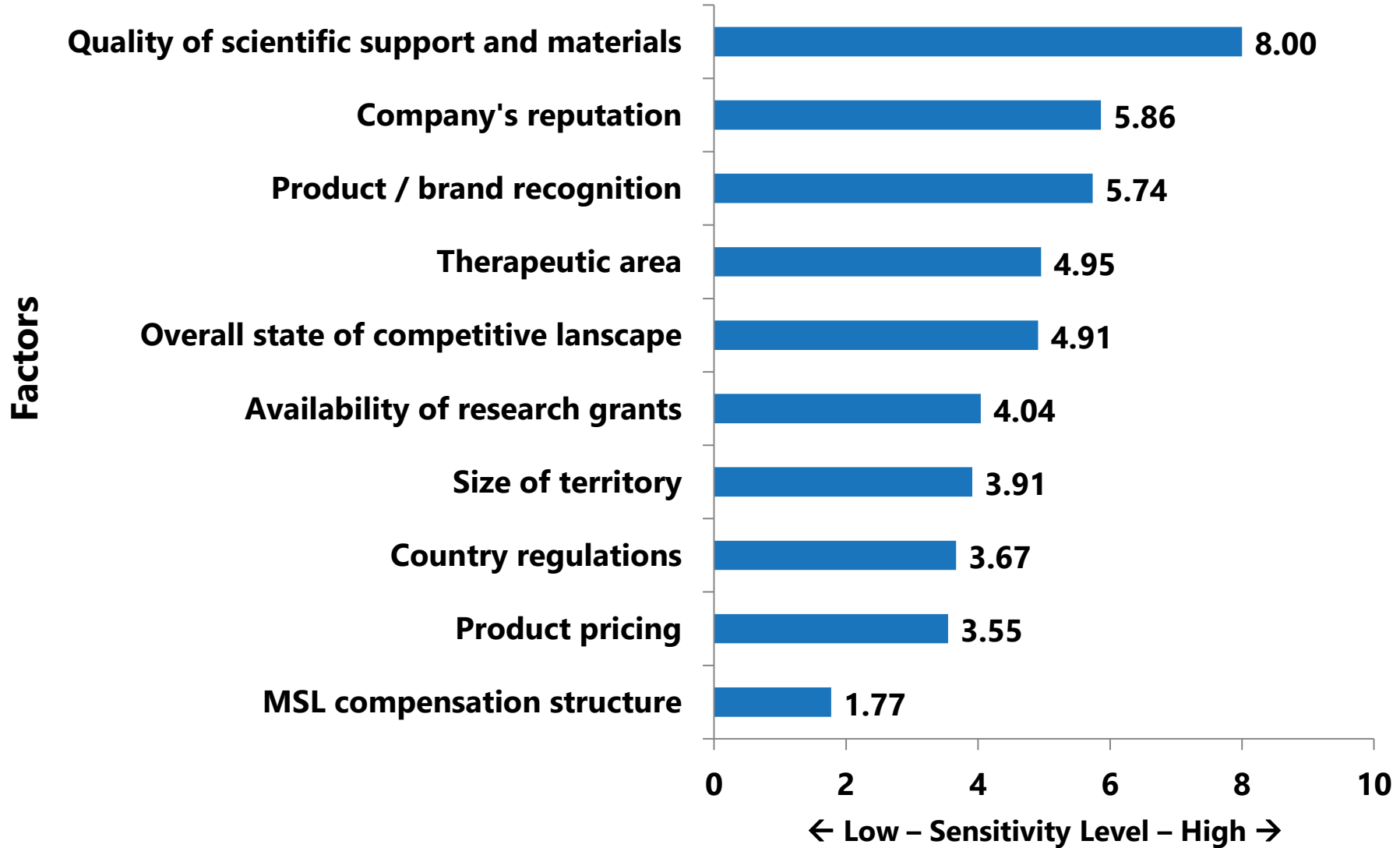
Typical Breakout of Targeted KOL Categories



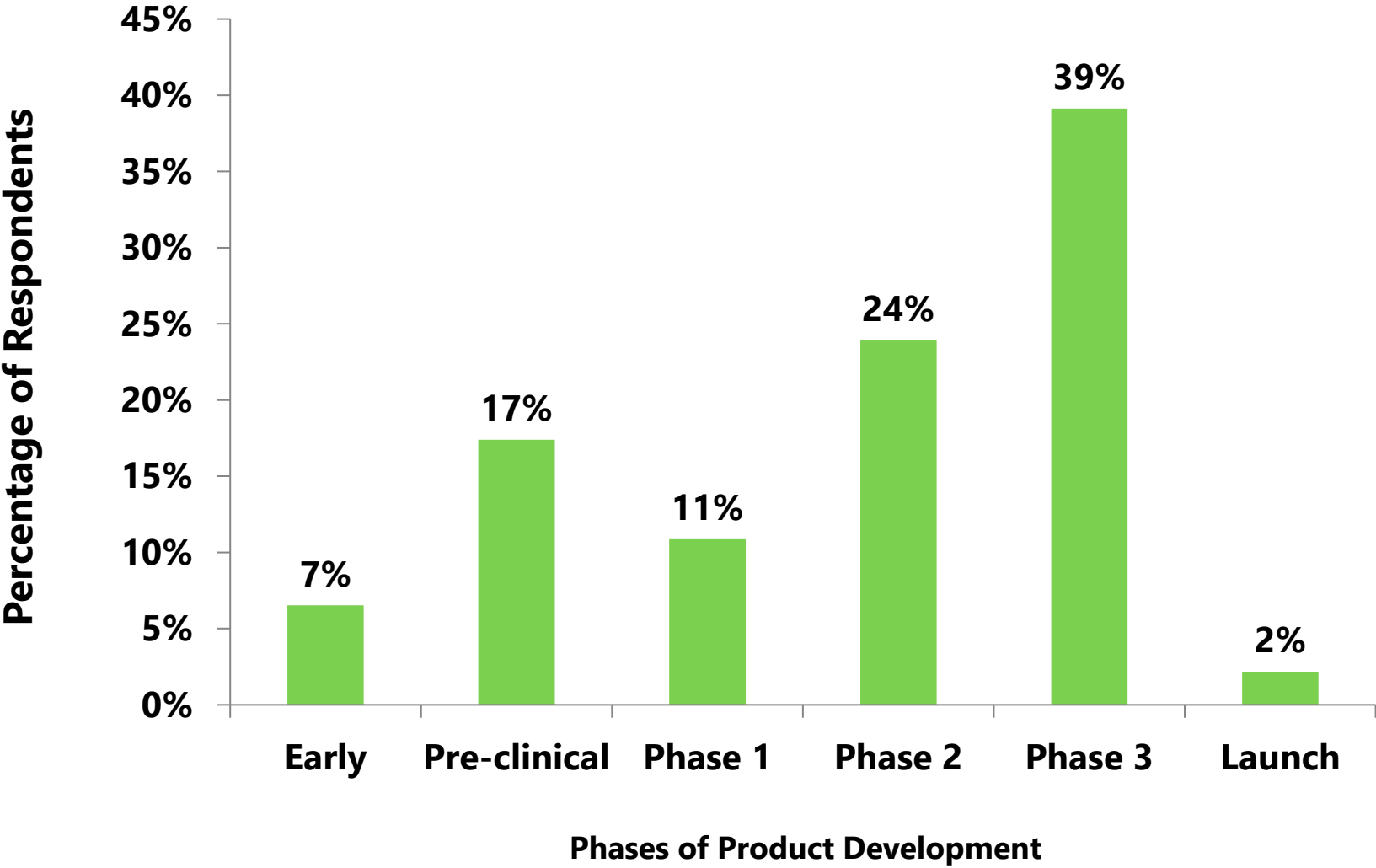
Typical Breakout of Targeted KOL Levels



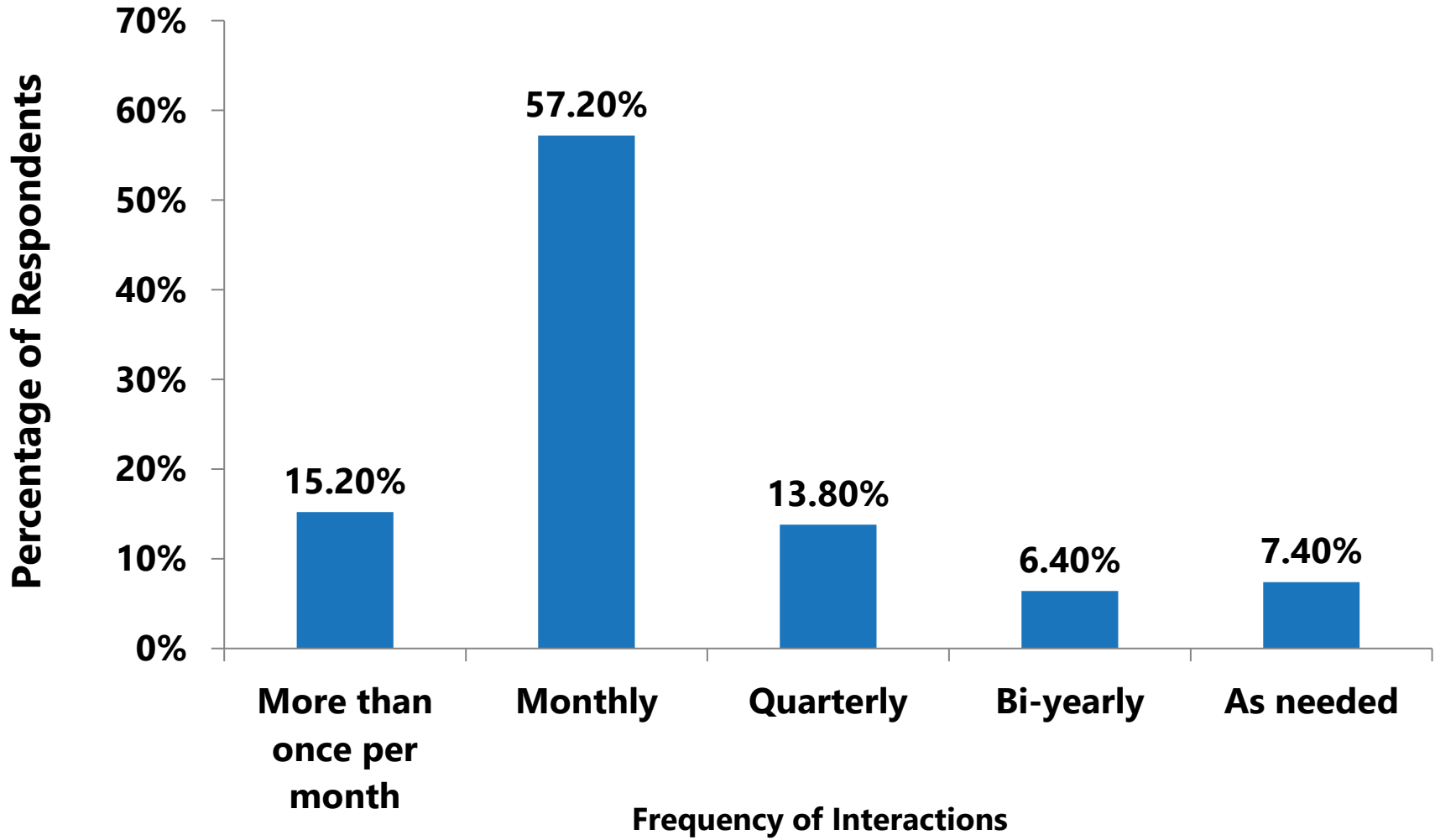
Which Factors Influence KOL Relationships?



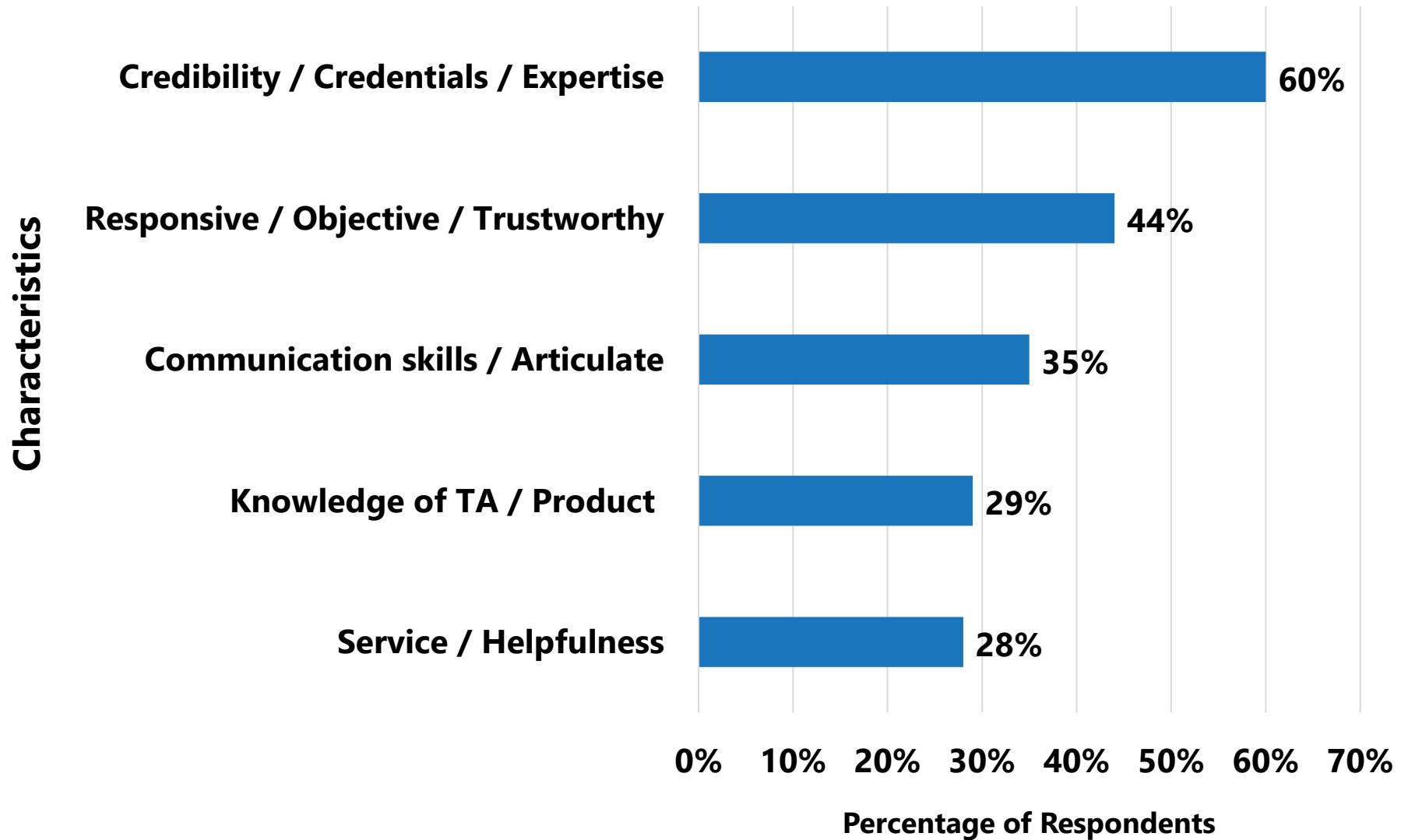
Lifecycle Point of Initial KOL Engagement



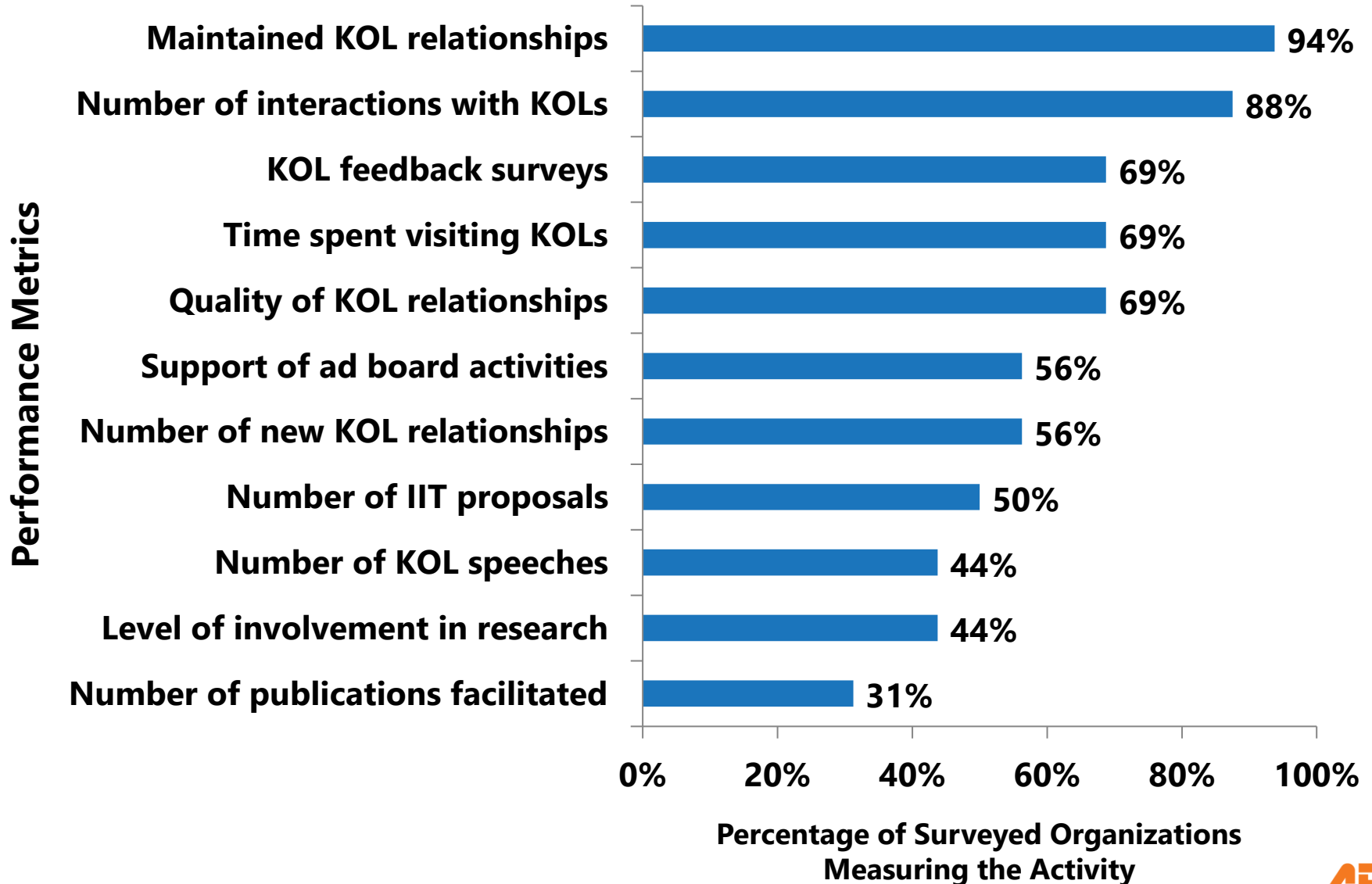
KOLs' Preferred Pace of Interactions



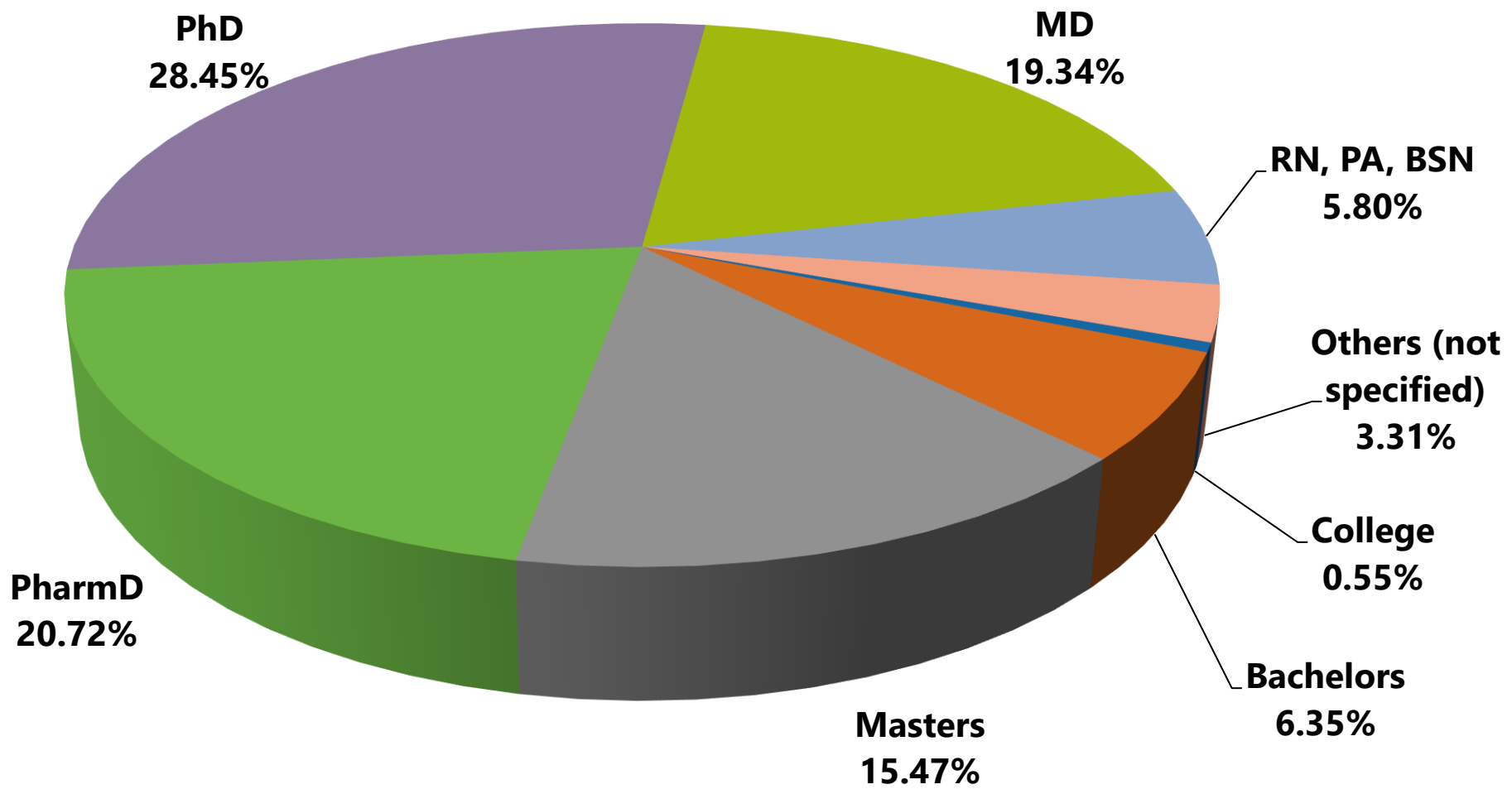
What KOLs Look for in MSLs



Typical Measured MSL Performance Metrics



Typical MSL Education Profile Breakout



For More Information

Research conducted by:



For additional information on this study or any other research, contact:

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