

Engagement and Greater MSL Confidence with Expert Ecosystem

Situation and challenge

A leading biopharmaceutical company's Field Medical team faced a common challenge: How to transform vast data sets into meaningful, actionable insights for Medical Science Liaisons (MSLs). The existing approach to Key Opinion Leader (KOL) planning lacked standardization and was not fully aligned with strategic imperatives. And, with each therapy area and geography operating independently, it became increasingly difficult to scale best practices across the organization. Leadership recognized the need for a data-driven model that could streamline engagement and improve the relevance of interactions with KOLs.

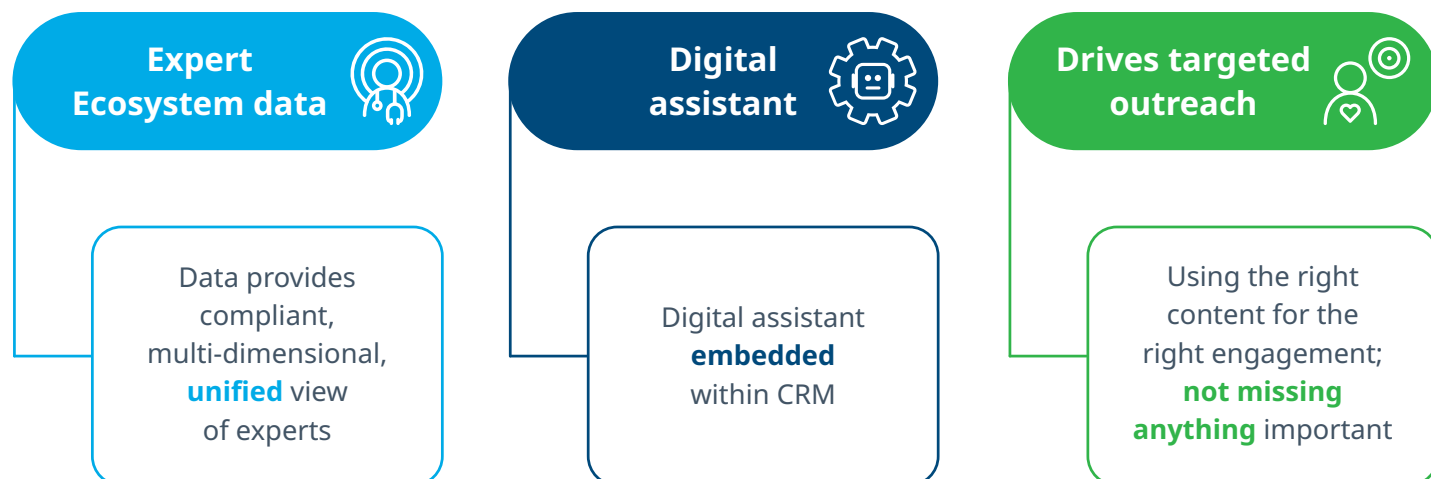


Solution

To address this, the company partnered with IQVIA to pilot a Digital Assistant embedded within their CRM system. This assistant leveraged IQVIA Expert Ecosystem's dataset to generate predefined engagement triggers rooted in scientific data.

Expert Ecosystem provides a compliant, multi-dimensional and accurate view of scientific, clinical, digital and peer expert leadership. Spanning

all therapeutic areas and all geographies, IQVIA's OneKey™ data is a core, unifying element of each Expert Ecosystem profile. This enables customers to confidently import and integrate the data into internal systems — such as CRM or MDM — without gaps or inconsistencies. As a result, teams can drive more targeted outreach, streamline pre-call planning, and enhance expert engagement.



Over a nine-week pilot, five MSLs received **177** recommendations, each tailored to their specific territory and scientific areas of interest. These recommendations were defined by Leadership to align with the organization's strategic imperatives, ensuring that every action supported broader goals. For example, if a KOL authored a new publication, the MSL was prompted to reach out, acknowledge the achievement, and schedule time to discuss its implications. This approach empowered MSLs to use the **right piece of content to engage with the right KOL at the right time**, ensuring that no critical insights were missed.

Results and implications

The pilot was met with overwhelmingly positive feedback. MSLs reported increased efficiency, improved confidence, and enhanced engagement. Notably, **94%** of the recommendations were deemed helpful in daily operations. The average time to engage with a KOL dropped **from 60 days** to just **24**. The success of the pilot has prompted plans for expansion across all therapeutic areas in the U.S., with a view to launching globally.

The company's Medical Excellence team is now equipped with a standardized, data-driven approach that aligns with strategic goals and empowers MSLs to deliver impactful engagements.

"We're so happy to be using great data again!"

— Sr. Director, Medical Excellence, Global Medical Strategy and Operations

Impact



Expert coverage expanded by over 50% globally



MSLs deemed 94% of the recommendations 'helpful' in their daily jobs



24 days



On average, MSLs engaged with a KOL within 24 days of receiving a recommendation (down from 60)

