

# Bespoke Training for the Modern MSL

*Enhancing communication and hybrid engagement skills to maximize every interaction*

The role of medical science liaisons (MSLs) is rapidly evolving into a more insight-driven role with a wider range of digital and hybrid stakeholder engagements. To help modern MSLs thrive in their expanding role, IQVIA has developed an interactive, turnkey training program to upskill new and current MSLs: **The Core Field Medical Training Program: MSL Track.**

## Taking MSL training further

This next-level program combines behavioral science and adult learning principles to deliver evidence-based training in a multimodal storytelling format that is both memorable and measurable.



### eLearning

Activity- and scenario-based learning for self-guided education



### Live meetings

MSLs collaborate with thought leaders in a virtual classroom



### Podcasts

Experienced MSLs share real-world success stories



### Quick reference guides

Graphical reminders of key behaviors that are easy to reference

## Evidence-based core curriculum



### MSL fundamentals and compliance

Core concepts to help ensure MSLs are both successful and compliant



### Cultivating strategic relationships

Advanced communication skills for effective relationship building



### Gaining insights from thought leaders

Strategies for uncovering actionable insights from thought leaders



### Territory management

Approaches that help analyze institutional and interpersonal relationships to optimize each engagement

## Contact for more information

To onboard your new MSLs, modernize your existing MSL teams, or evolve your department's MSL capabilities, contact **Rina Patel, Director, Medical Affairs** to get started.

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