

# Medical Science Liaisons

*reduce time to access*



950  
Medical  
Doctors

1,000  
PhDs

## Demonstrating value and ensuring compliance is a priority – and more challenging than ever

Healthcare systems across the globe are evolving as expenses rise alongside improvements in care, and the need to control costs becomes paramount. Payers are increasingly demanding proof of value from new medicines, raising the bar for compliance policies and requiring more evidence of patient impact. For today's drug developers, the emphasis has shifted from "time to market" to "time to access."

## Translating science and data to convey value

As the largest fully integrated biopharmaceutical services company, Quintiles offers broad-ranging capabilities to help meet these demands, including a dedicated resource: the Medical Science Liaison (MSL).

MSLs are proving increasingly important to help support clinical product positioning well before launch. The role of MSL both complements and exceeds that of traditional sales representatives. As therapeutic specialists – many of whom have PharmD and PhD degrees – Quintiles MSLs possess the deeper expertise and experience required to effectively engage key opinion leaders (KOLs), payers, clinicians and other important stakeholders in your target markets.

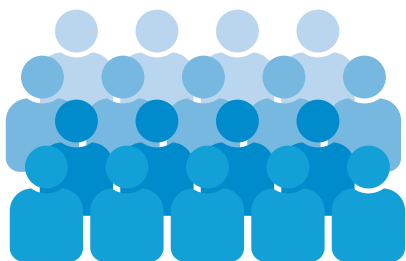
### What is a Medical Science Liaison?

Medical Science Liaisons (MSLs) are therapeutic specialists with advanced scientific training. They are experts in communicating complex scientific and medical information to a variety of stakeholders. The primary role of an MSL is to build and maintain strong relationships with KOLs in their shared therapeutic category, e.g. oncology, CNS, cardiovascular, etc. In addition, MSLs can gather insights to help inform business strategy, i.e. market access and product development.

## Bridging the decision gap with knowledge and insight

Serving as a key point of contact, our MSLs are able to:

- Answer more complex questions regarding trial data and evidence
- Convey the value of innovative medicines vs. current standards of care
- Provide insights into promising therapies in development
- Identify investigators interested in real-world research on newly approved therapies
- Educate regarding disease states and the efficacy, safety and value of new — and often more expensive — therapies
- Improve understanding and reception to help ready the market during pre-launch



>180 MSLs recruited since 2006.

### Controlling costs with strategic MSL deployment

Because the MSL function is often required for defined periods of time (i.e., 1 year prior to launch through 1 year post-launch), it's not necessarily cost effective for drug developers to keep MSLs on staff. Quintiles offers an outsourcing MSL option that:

- Provides a flexible cost base by contracting the right resources when and where they're needed.
- Eases the cost and complexity of keeping personnel up to date with the required training and expertise.
- Overcomes insufficient and non-uniform training and performance management solutions.
- Monitors adherence to the strictest ethical policies and procedural requirements to protect you from the adverse impact of potential compliance issues.

Since 2006, Quintiles has been involved in a number of projects that have used MSLs across the globe and has recruited more than 180+ MSLs. Because we collaborate closely with KOLs and HCPs across the globe, we can complement your efforts towards better engagement and fostering relations with these key external stakeholders.

### Assisting compliance at every step

In response to increased restrictions and scrutiny regarding product promotion within the industry, Quintiles has implemented a Core Compliance program that requires all employees to undergo regular and rigorous training regarding ethics and anti-bribery policies. Additionally, our corporate governance and oversight not only promotes compliant behavior, but can also help protect you from the potential impact of any local compliance issues.

### A faster path to market access

By clearly communicating a strategic and cohesive value message to key stakeholders via MSLs, the path to market access can be navigated more effectively and efficiently. Quintiles has more than 32,000 employees operating in more than 100 countries, providing the local and global reach and can rapidly deploy an MSL force helping to increase your product's probability of success.



70% of KOLs prefer to engage with MSLs<sup>1</sup>



60% of emerging KOLs share this preference vs. sales & marketing staff<sup>1</sup>



30% of KOLs place higher value on info from MSLs<sup>1</sup>

<sup>1</sup> Pharmexec.com (December 5, 2012) "What key opinion leaders really want from pharma." Retrieved 2014-04-22. <http://blog.pharmexec.com/2012/12/05/what-key-opinion-leaders-really-want-from-pharma/ibid>

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