

# The Building of Stronger MSLs



Specialists are most satisfied with MSLs when they are discussing topics where MSLs have opportunity to showcase their expertise.

## Most important MSL roles

Report recent clinical trial data

Be a scientific or disease state expert/resource for physicians

Discuss clinical data related to a non-approved (off-label) use of a company's drug

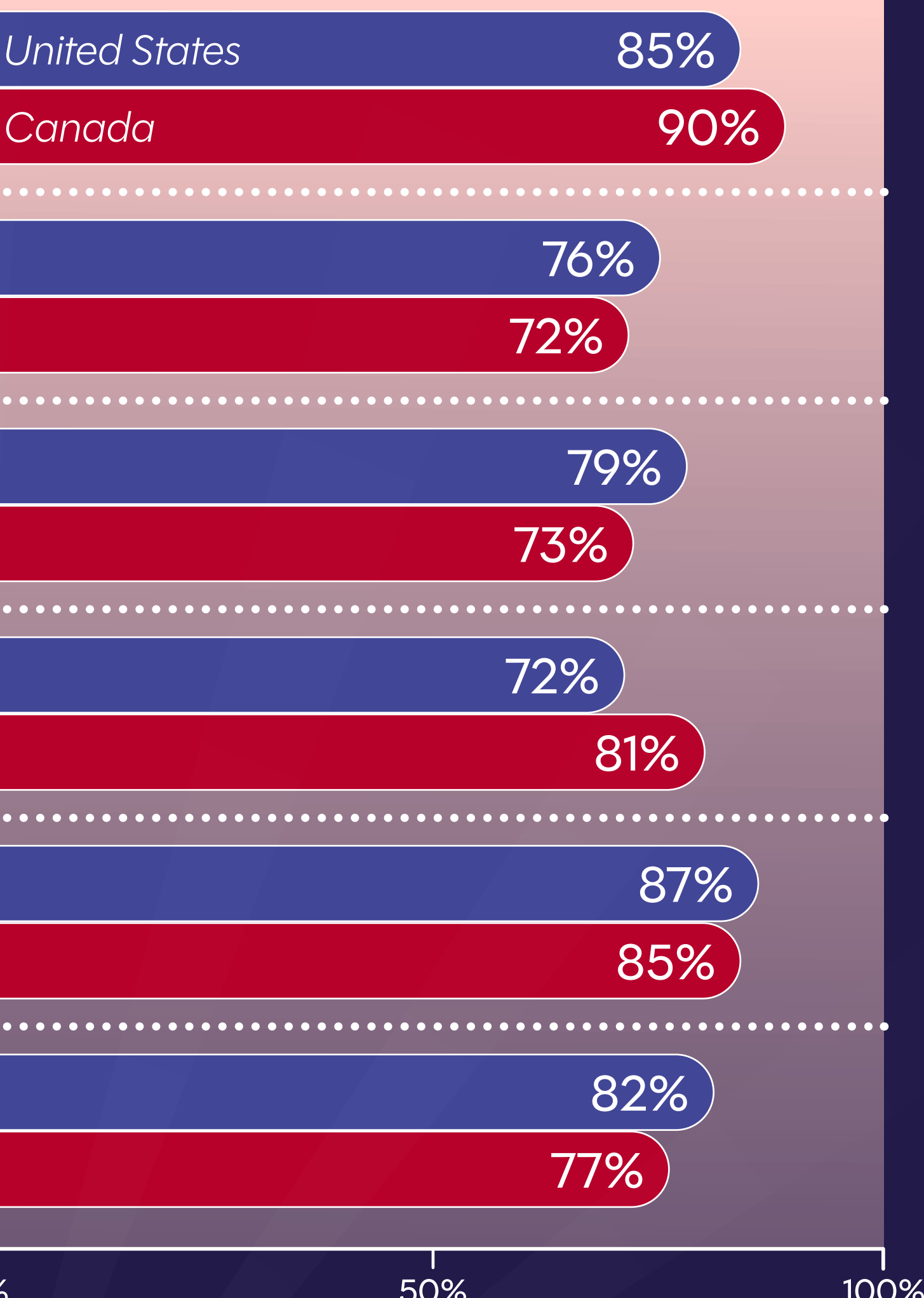
Discuss 'pipeline' (status of new investigational drugs)

Provide expertise on the efficacy and/or safety of a drug

Discuss optimal treatment options

## Satisfaction among specialists

(Top 3 box on a 7-point scale where 7 is "Extremely satisfied")



Sorted by most to least important



Specialists are less satisfied with value-add offerings, especially in Canada. There is room for improvement in these areas.

## MSL value-add offerings

Recruit physicians for clinical trials/R&D opportunities

Assist on physician-sponsored and led clinical trials

To recruit me for or provide assistance to me for a speaking engagement

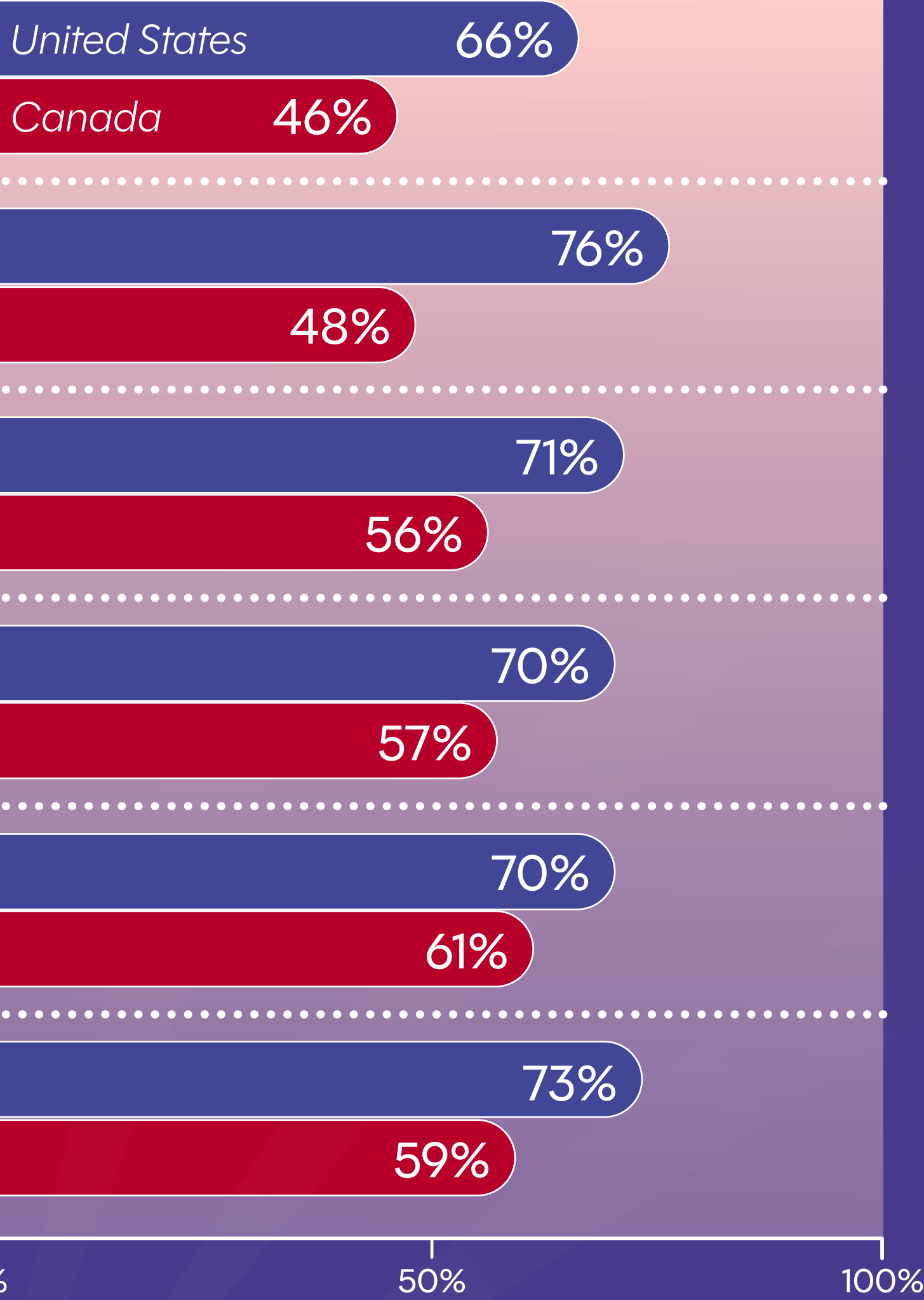
Provide training on use of devices

Provide information on events NOT sponsored by their pharmaceutical company

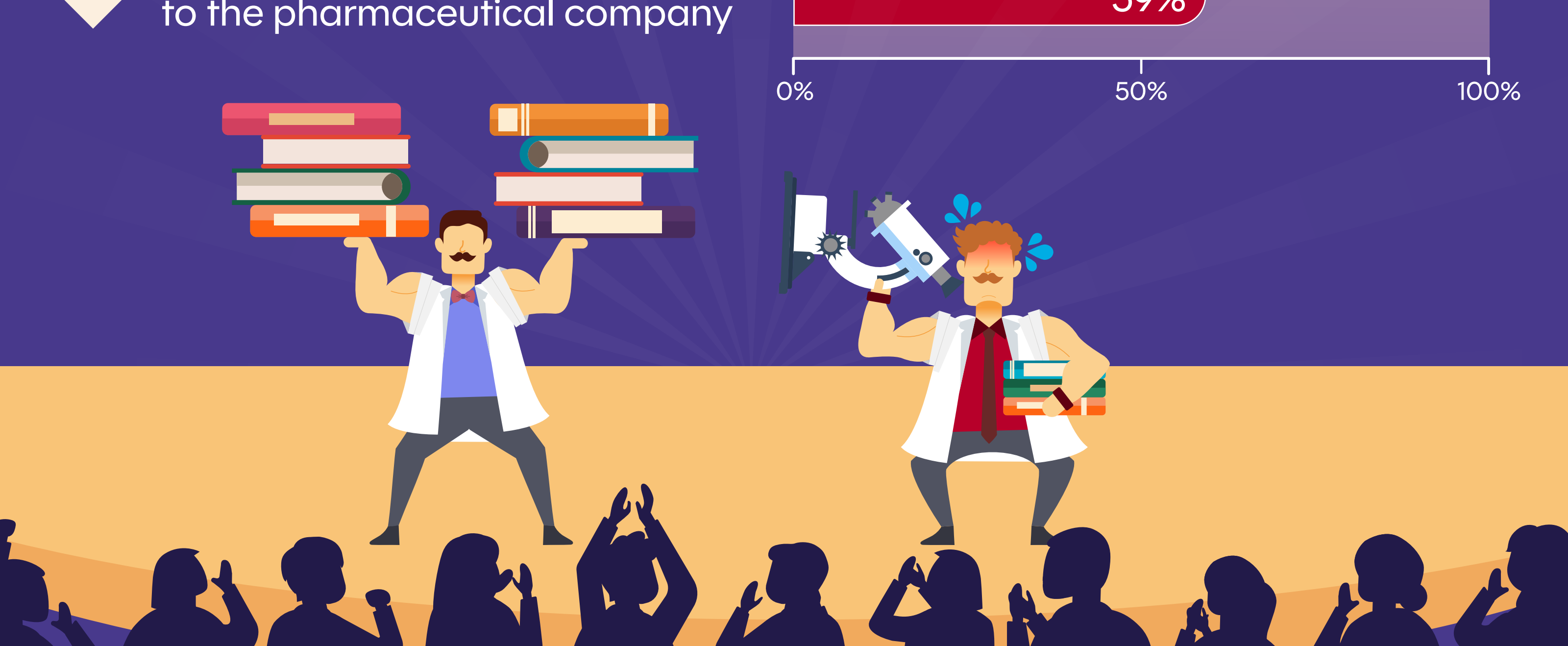
Act as a resource for providing pricing/formulary feedback back to the pharmaceutical company

## Satisfaction among specialists

(Top 3 box on a 7-point scale where 7 is "Extremely satisfied")



Sorted from low to high satisfaction with services



## Best performing MSL by THERAPEUTIC AREA

- Card
- Derm
- Endo
- Gastro
- Med Onc/Hem Onc
- Resp
- Rheum

- MSLs interact most
- Most effective MSLs
- Best MSLs Overall (Highest interaction and effectiveness)

Therapeutic Area	United States	Canada
Card	Abbvie	Abbvie
Derm	AstraZeneca	AstraZeneca
Endo	Merck	Merck
Gastro	Eli Lilly	Eli Lilly
Med Onc/Hem Onc	Novo Nordisk	Novo Nordisk
Resp	Novartis	Novartis
Rheum	Amgen	Amgen

Data based on survey of physicians in US (n=150) and Canada (n=151) recruited in August 2024. In US, the sample includes n=47 Primary Care Physicians and n=103 Specialists. In Canada, the sample includes n=46 General Practitioners and n=105 Specialists.

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