

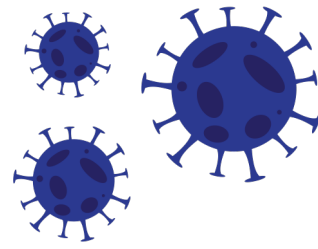
How KOLs prefer to engage with MSLS during the COVID-19 pandemic

Survey of 475 KOLs across 21 specialties* based in USA



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About: The MSL Society

The **Medical Science Liaison Society** is the **ONLY 501c3 Nonprofit Organization** dedicated to the global MSL profession. The MSL Society includes a team of highly experienced global MSL leaders that form an Advisory Board which consists of a number of VPs, executive directors of Medical Affairs, and MSLs representing numerous companies from various regions around the world.

Our Vision

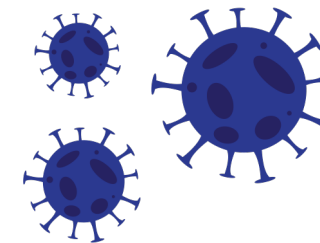
The Medical Science Liaison Society is exclusively dedicated to advancing the global MSL profession and helping MSLs become more effective in their careers. We provide resources for those interested in the MSL role, as well as, professional growth and development opportunities for current MSL Managers and individual MSLs. We are the credible source for the MSL profession.

Our Mission

The Medical Science Liaison Society is the primary global professional resource for MSL professionals in the Pharmaceutical, Biotechnology, Medical Device, CRO, and other healthcare industries.

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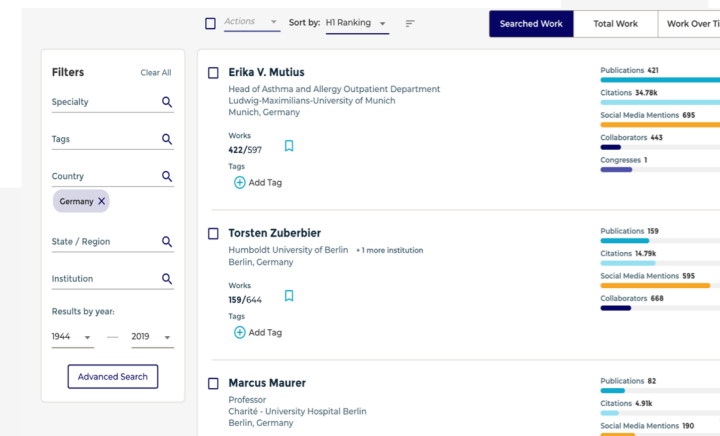
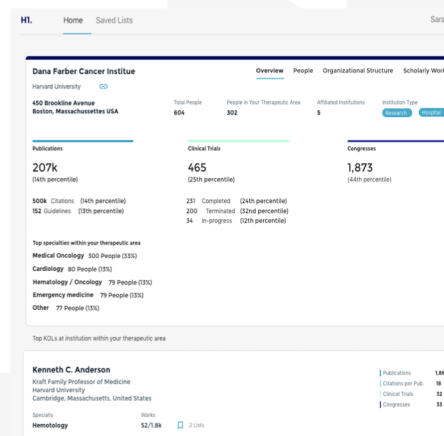
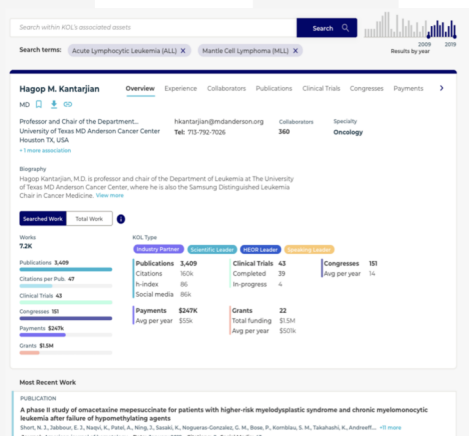


About H1



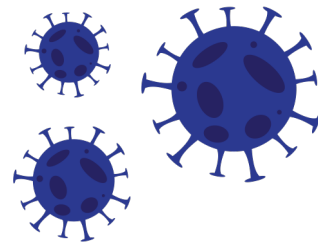
H1 is the largest global data provider for Key Opinion Leaders, Institution Opinion Leaders, and Digital Opinion Leaders.

With over 1,000+ global MSL's using H1 every day to identify and keep up to date with their KOLs, H1 has become the go to source for tracking and monitoring KOLs.

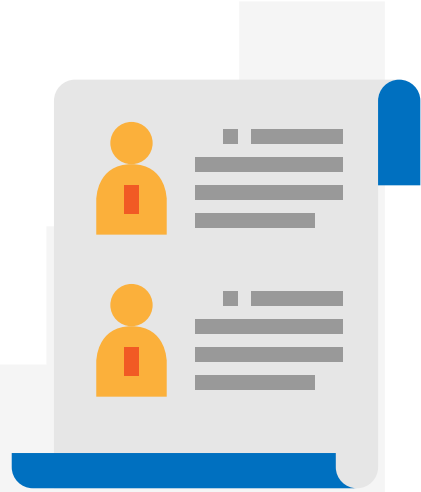


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SURVEY METHODOLOGY



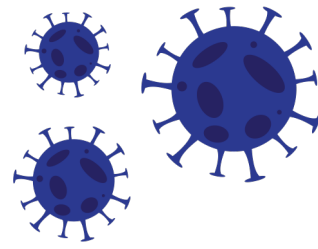
A KOL research firm was hired to conduct a survey with KOLs in the USA. An online survey was created and open from April 30 - June 5, 2020 and sent to KOLs across the USA. Only completed surveys were included in the data analysis. Respondents were only allowed to participate one time and duplicate surveys from a single email address were not accepted. The survey results were not weighted.

Only Key Opinion Leaders (KOLs) that responded that they regularly interact with Medical Science Liaisons (MSLs) were included in the data presented in this report. KOLs self-identified their specialty of medicine.

As a result, a total of 475 KOLs representing 21 specialties, all based in the USA, completed the survey and are included.

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Are you a professional that regularly interacts with Medical Science Liaisons (MSLs) from industry partners like pharmaceutical companies?



YES

100% (475)

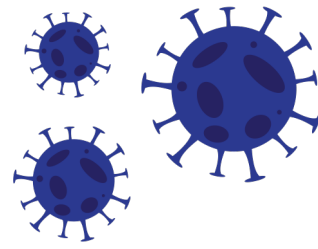


NO

0% (0)

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Most KOLs prefer to engage virtually (through Skype, Webex, phone calls, etc.) with Medical Science Liaisons in the **afternoon** during the COVID-19 pandemic.



PREFERRED TIME FOR ENGAGEMENT

40%  **Afternoon**
(B/W 12:00pm - 5:00pm)

12%  **Morning**
(B/W 8:00am - 12:00pm)

19%  **Evening**
(After 5:00pm)

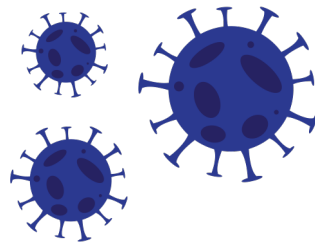
6%  **Early Morning**
(Before 8:00am)

19%  **No preference**

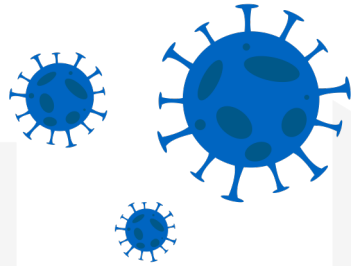
4%  **I am not open to engaging with MSLs at this time**

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During the COVID-19 pandemic, **how valuable have engagements** been with MSLs?



40%

Somewhat Valuable

26%

Neutral

21%

Very Valuable

10%

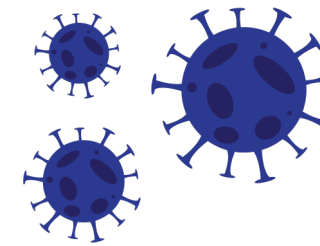
Not Very Valuable

4%

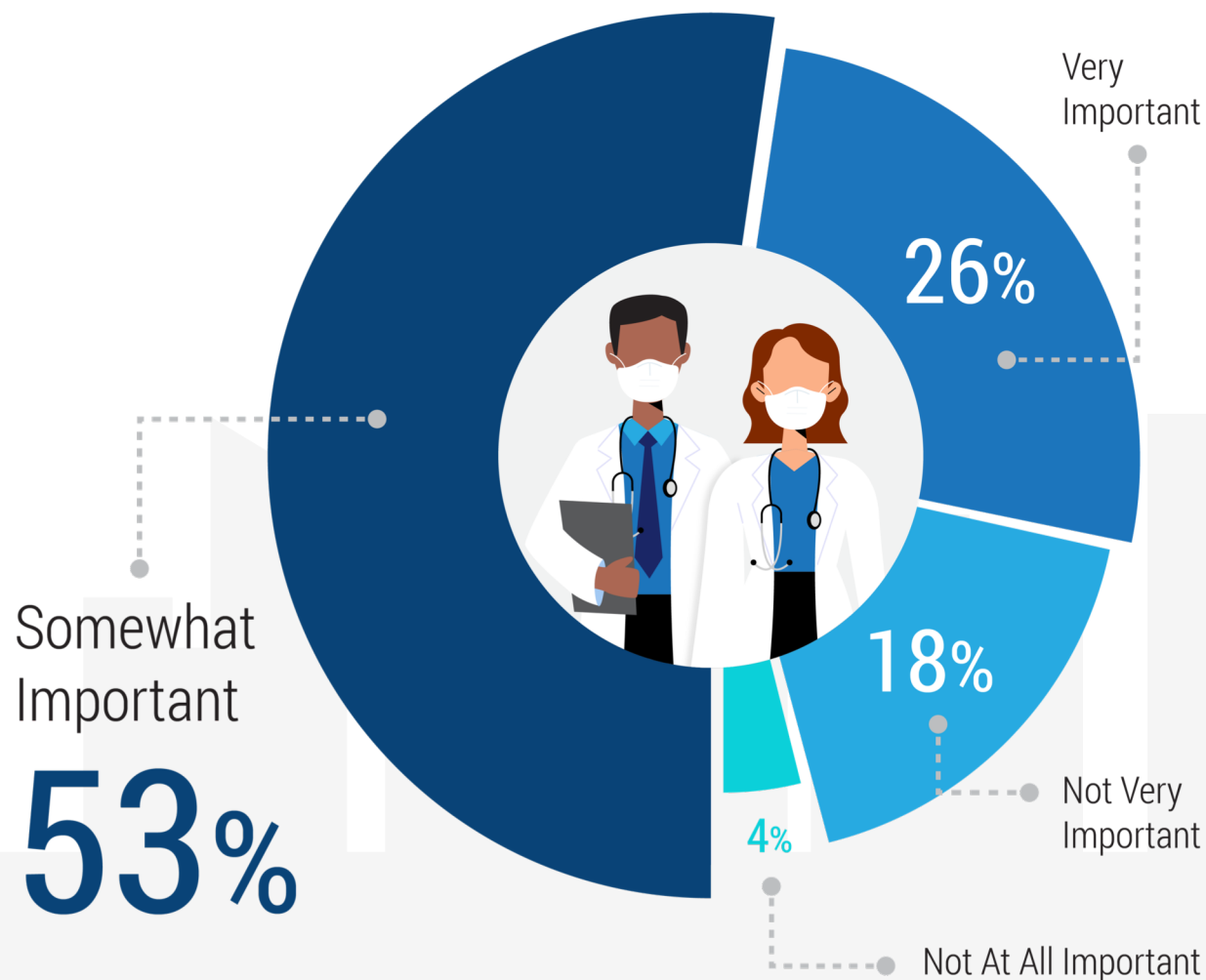
Not All Valuable

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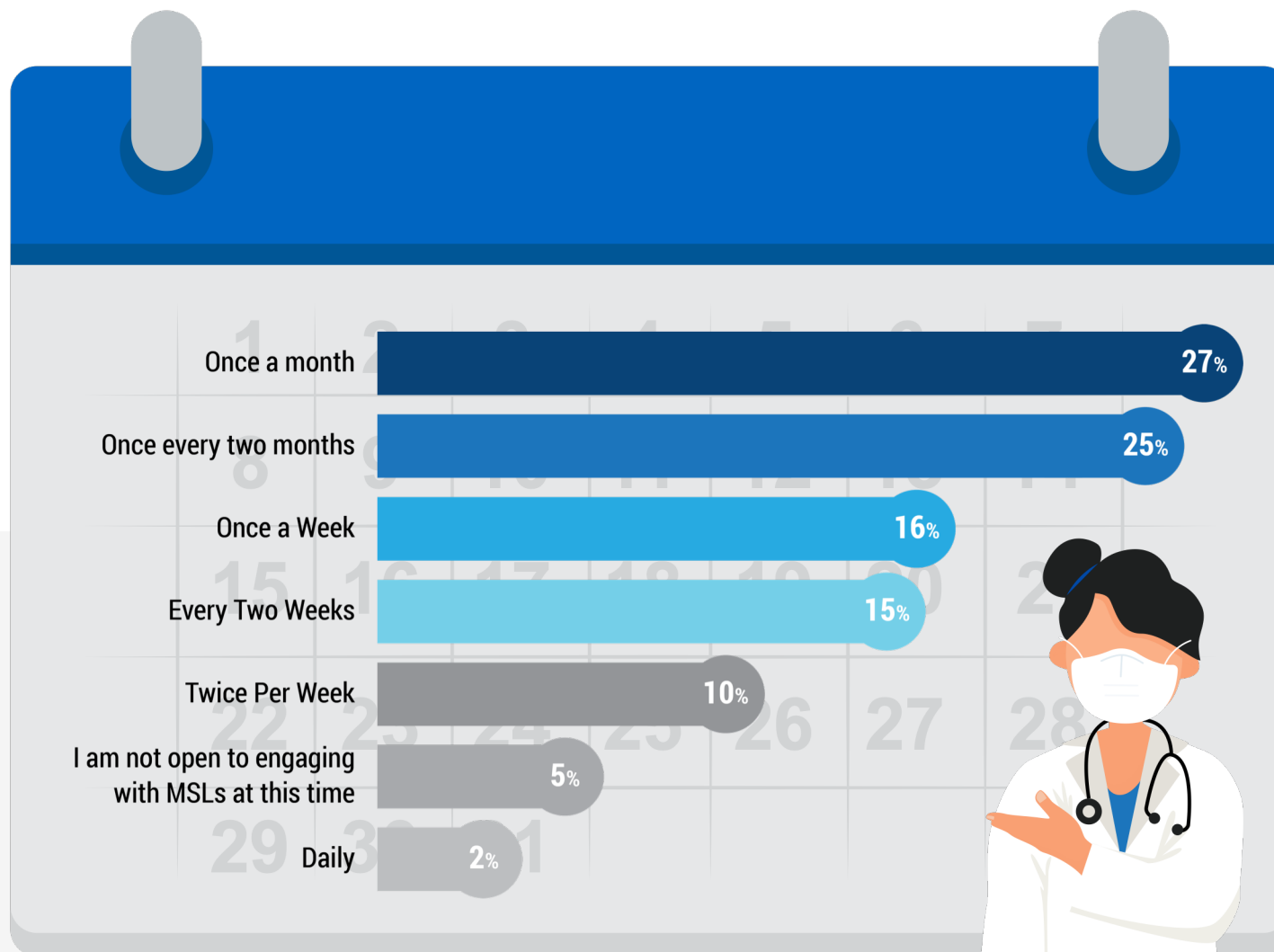
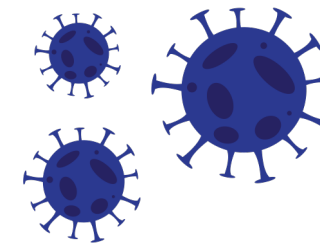


How important is it
for KOLs to maintain
**contact with
Medical Science
Liaisons** during the
COVID-19
pandemic?



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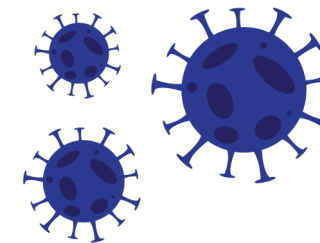
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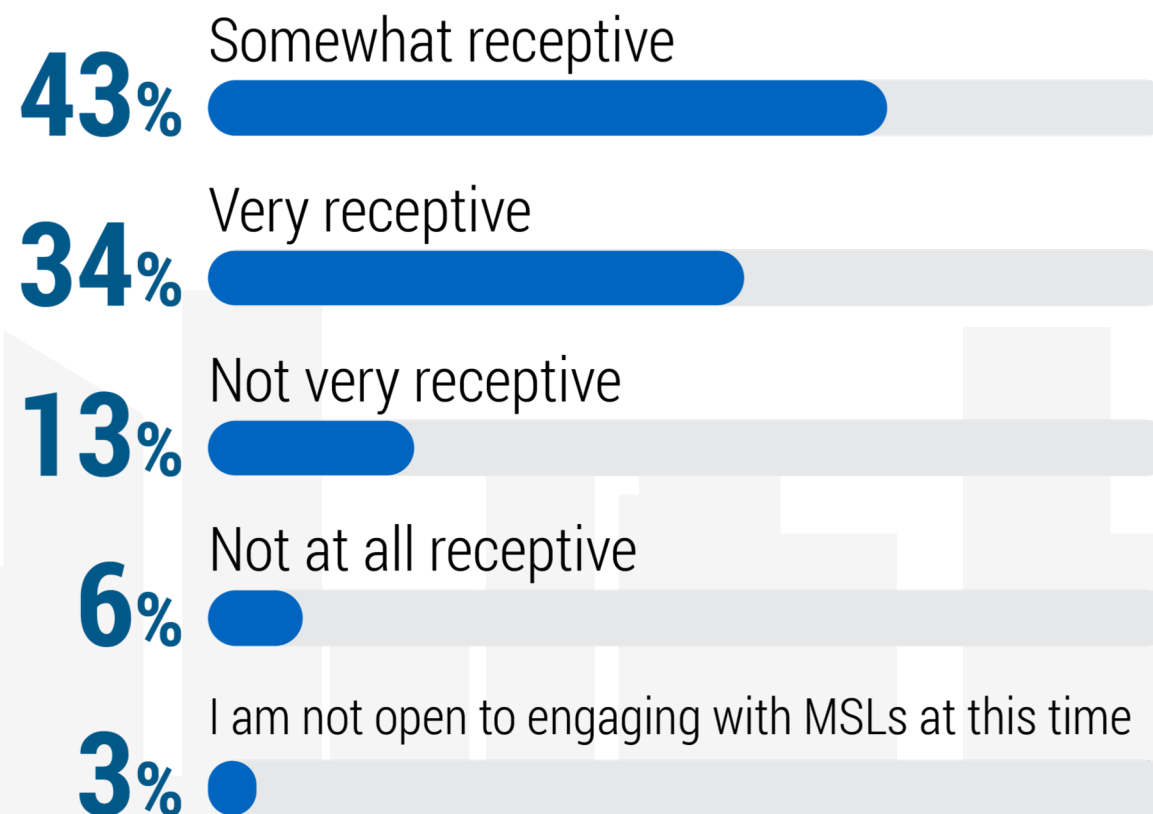
In general, as a result of the COVID-19 pandemic, how frequently do KOLs prefer to **communicate with a Medical Science Liaison?**

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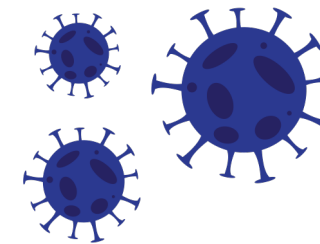


How receptive are KOLs to **engaging virtually** (Zoom, Skype, Webex, etc.) with MSLs?



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Beyond the COVID-19 pandemic, should MSLs **continue to utilize virtual technology** to engage with you?

Yes

66%

No

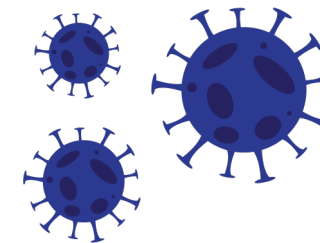
13%

Not Sure

20%

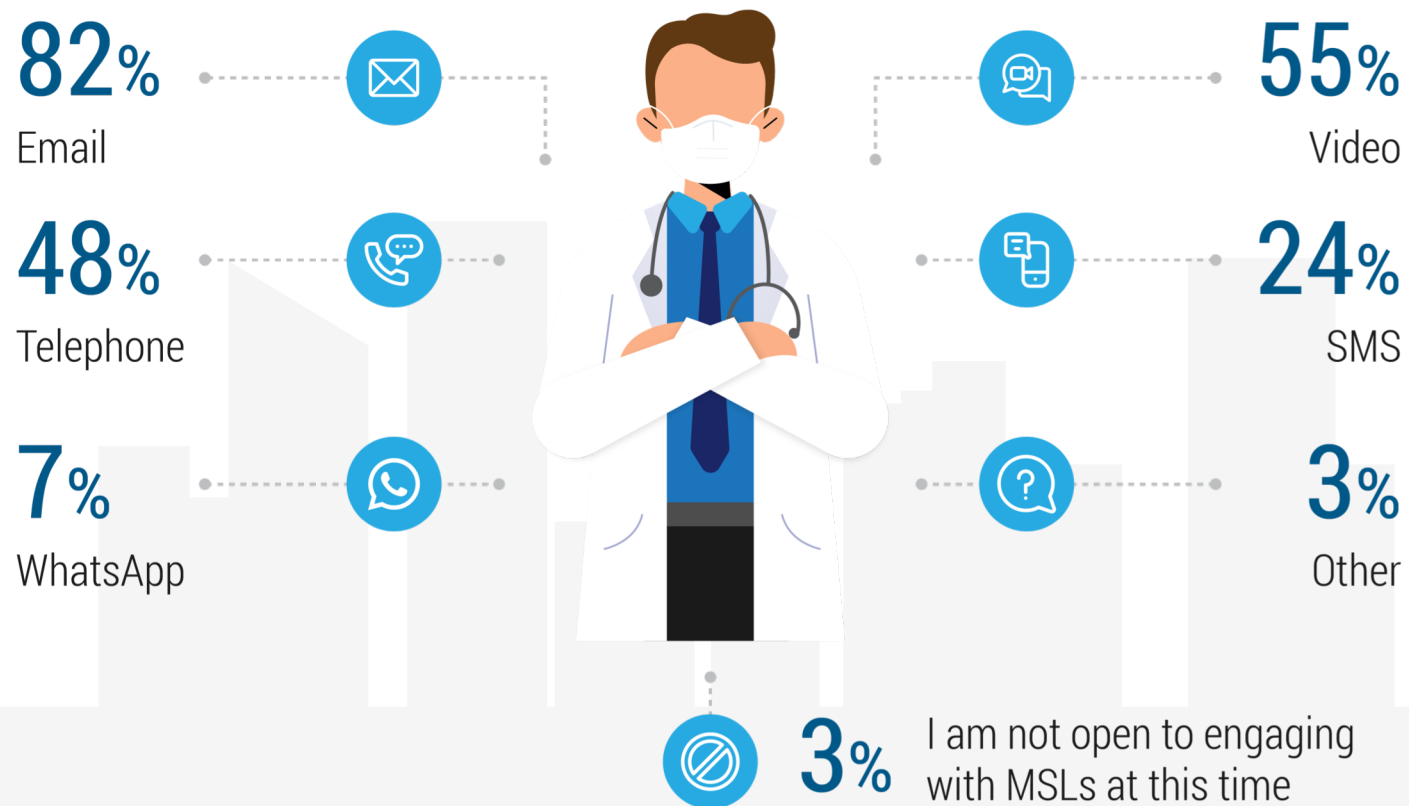
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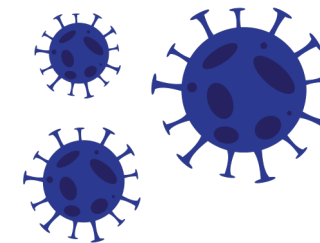
KOLs most preferred method of communication is through **Email**.

PREFERRED METHODS OF COMMUNICATION



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Specialties*

22% Obstetrics & Gynecology

20% Cardiovascular Disease

10% Gastroenterology

9% Oncology

9% Neurology

7% Internal Medicine

4% Orthopedic Surgery

4% Rheumatology

4% Interventional Radiology

3% Pulmonary Disease

2% Otorhinolaryngology

2% General Surgery

2% Cardiovascular Surgery

1% Psychiatry

1% Plastic & Reconstructive Surgery

1% Infectious Disease

1% Critical Care Medicine

1% Colon & Rectal Surgery

1% Dermatology

1% Ophthalmology

1% Hepatology

Contact Us



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