



PERCEPTIONS OF THE MSL-BC® Survey results

www.themsls.org

SURVEY METHODOLOGY

This 2020 Survey included responses from **684 individuals** from **54 countries**.

An online survey was open from March 13 - March 27, 2020 and April 10 - April 22, 2020. 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 responses from individuals that identified their current role as one of the following positions were included in the data presented in this report:

- MSL, Sr. MSL, Medical Advisor (or equivalent title)
- Manager / Director of MSLS (or equivalent title)

As a result, these combined roles resulted in a total of **322 individuals** from **47 countries**. The report includes Global and US results.

Respondents were invited to participate in the survey through a range of sources including:

- Announcements in our LinkedIn group “Medical Science Liaison & Medical Affairs Networkers” as well as other LinkedIn groups
- The MSL Society newsletter
- Personal direct LinkedIn contacts

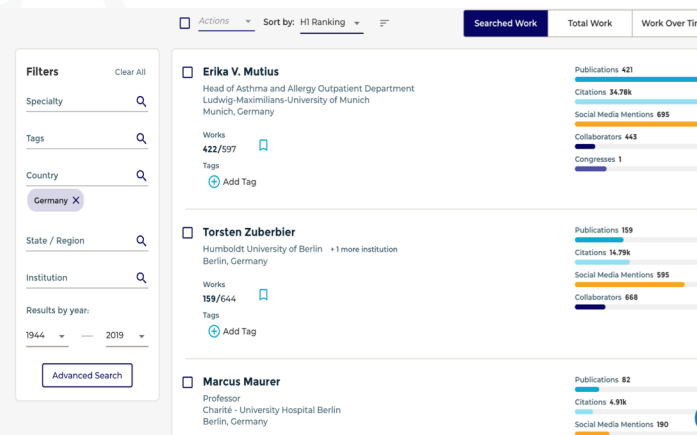
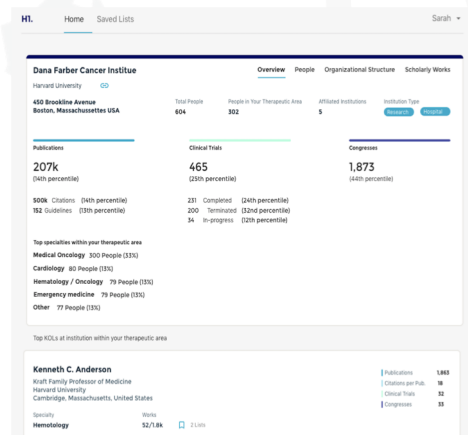
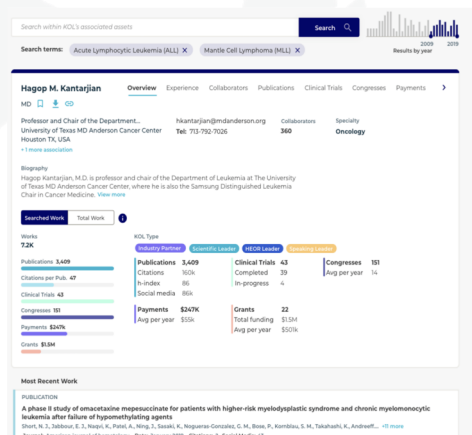
The data was analyzed in partnership between the **MSL Society** and **H1**.

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 this information.





Perceptions of the MSL-BC®

About: The MSL Society

The **Medical Science Liaison Society** is the **ONLY 501c3 Non-Profit Organization** dedicated to the global MSL profession. The MSL Society is managed by a team of highly experienced global MSL leaders and an advisory committee that 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.



What is your current role?

51

Manager / Director of
MSLs (or equivalent title)

271

MSL, Sr. MSL, Medical
Advisor (or equivalent title)



Global Data
47 Countries



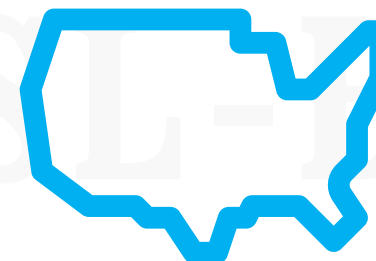
What is your current role?

23

Manager / Director of
MSLs (or equivalent title)

150

MSL, Sr. MSL, Medical
Advisor (or equivalent title)



US Data



Perceptions of the MSL-BC®



Demographic Data

Developed by MSL leaders for the MSL profession!



How would you classify your company?

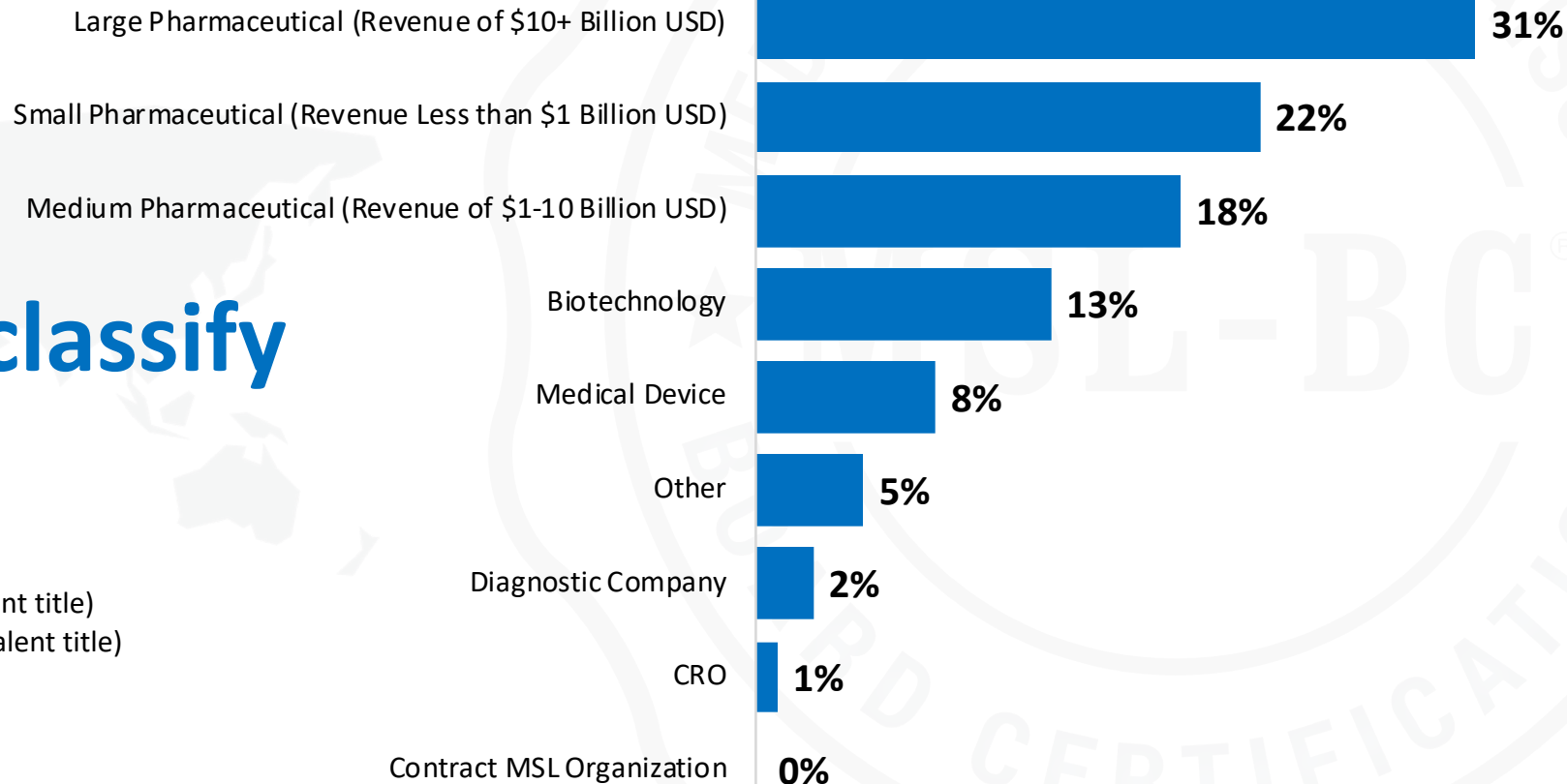


322 Manager / Director of MSLS (or equivalent title)
and MSL, Sr. MSL, Medical Advisor (or equivalent title)

Global Data



Perceptions of the MSL-BC®





How would you classify your company?

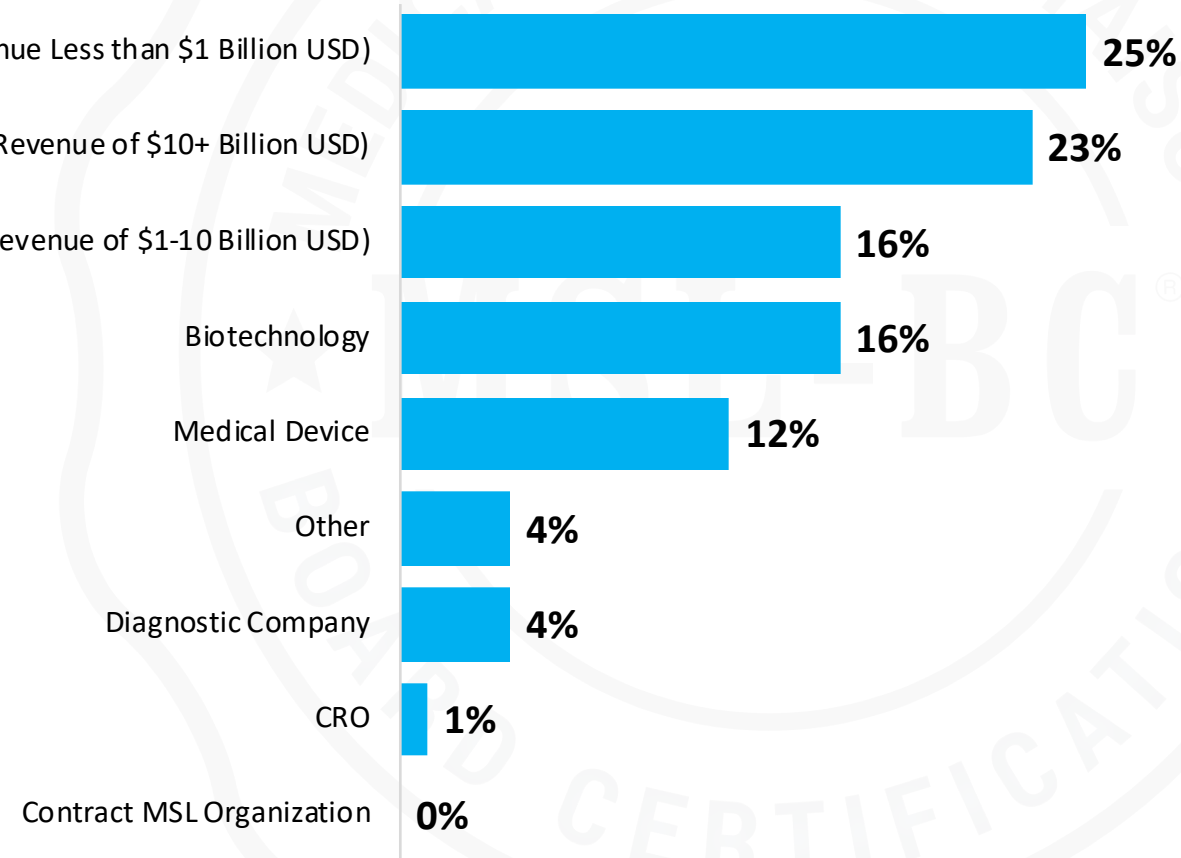


173 Manager / Director of MSLs (or equivalent title)
and MSL, Sr. MSL, Medical Advisor (or equivalent title)

USA Data



Perceptions of the MSL-BC®





How many years of MSL/MSL management experience do you have?

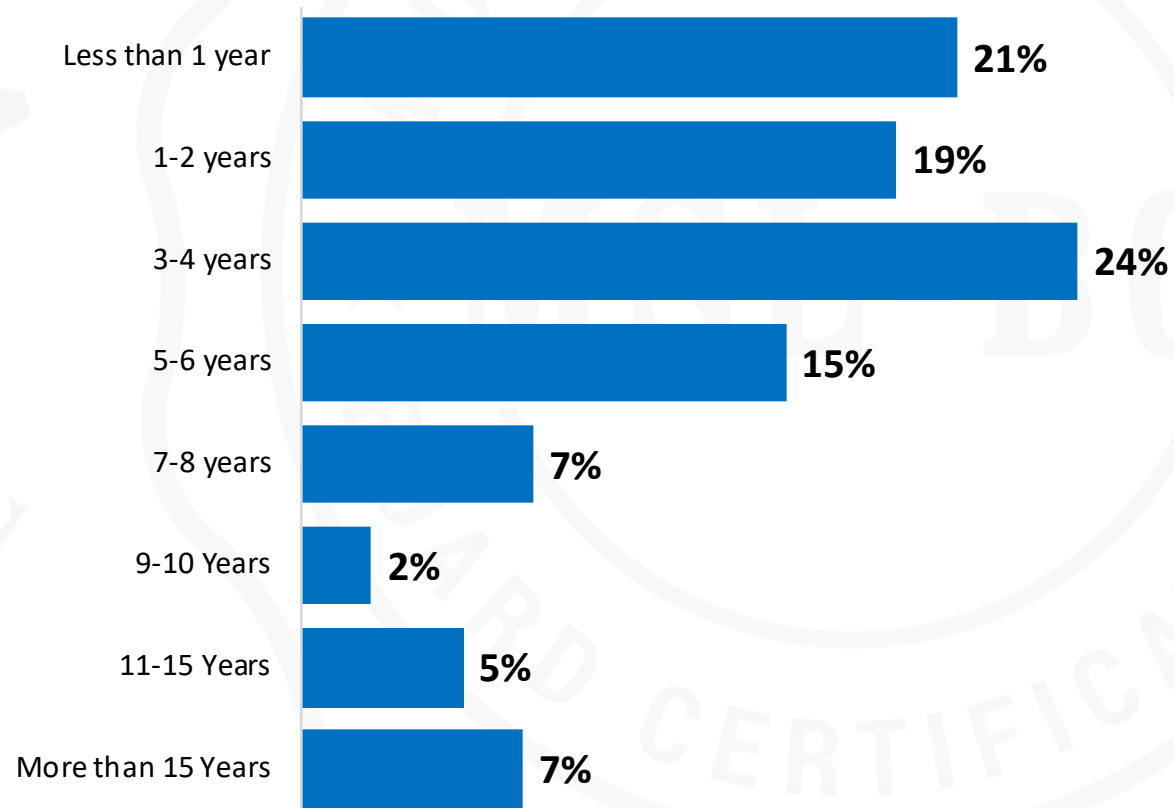


317 Manager / Director of MSLs (or equivalent title)
and MSL, Sr. MSL, Medical Advisor (or equivalent title)

Global Data



Perceptions of the MSL-BC®





How many years of MSL/MSL management experience do you have?

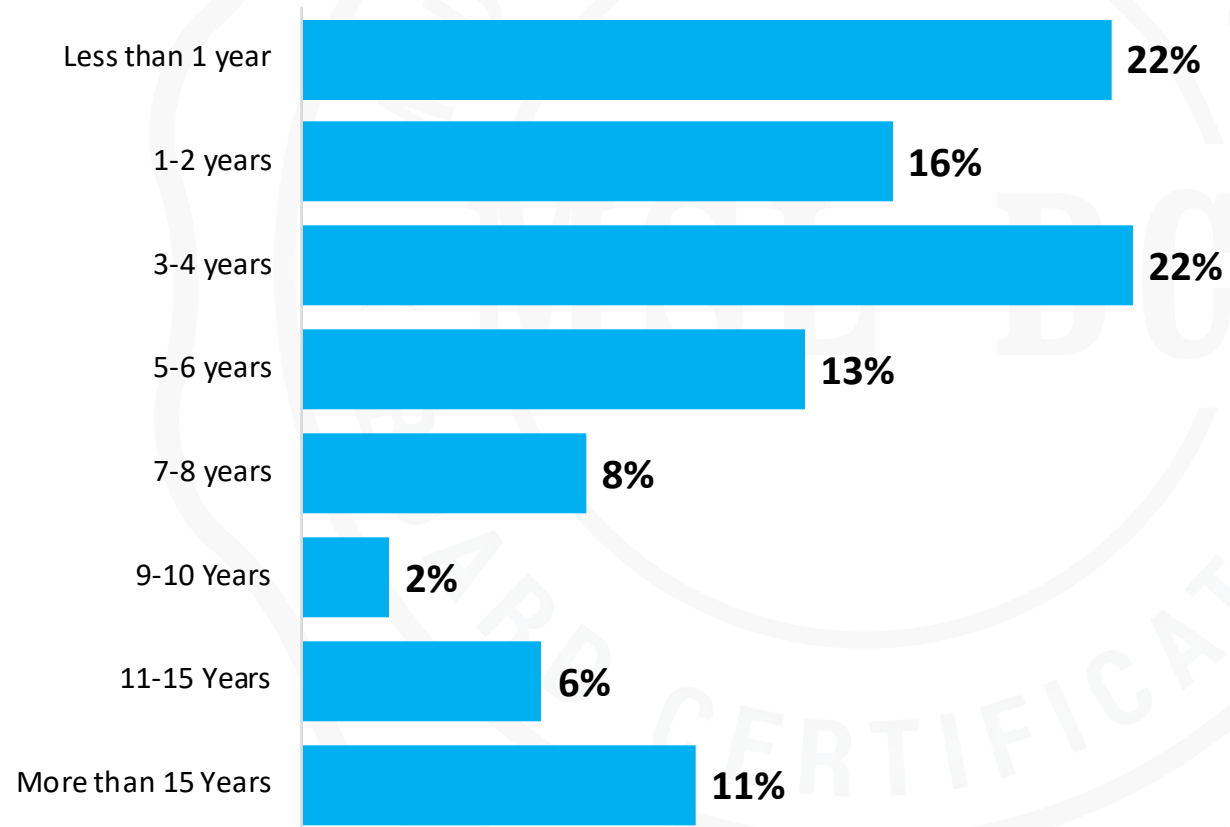


171 Manager / Director of MSLs (or equivalent title) and MSL, Sr. MSL, Medical Advisor (or equivalent title)

USA Data



Perceptions of the MSL-BC®



Perceptions of the MSL-BC®



Survey Results

Developed by MSL leaders for the MSL profession!



Should there be industry recognized standards for the MSL profession determined by a large group of independent MSL leaders?



313 Manager / Director of MSLs (or equivalent title)
and MSL, Sr. MSL, Medical Advisor (or equivalent title)

Global Data





Should there be industry recognized standards for the MSL profession determined by a large group of independent MSL leaders?



170 Manager / Director of MSLs (or equivalent title)
and MSL, Sr. MSL, Medical Advisor (or equivalent title)

USA Data





Should MSLs be expected to pass an independent examination which evaluates their knowledge, skills, and competencies based upon a predetermined standardized criteria for the MSL profession?

Yes



57%

No



43%



309 Manager / Director of MSLs (or equivalent title)
and MSL, Sr. MSL, Medical Advisor (or equivalent title)

Global Data





Should MSLs be expected to pass an independent examination which evaluates their knowledge, skills, and competencies based upon a predetermined standardized criteria for the MSL profession?



47 Manager / Director of MSLs (or equivalent title)

Global Data





Should MSLs be expected to pass an independent examination which evaluates their knowledge, skills, and competencies based upon a predetermined standardized criteria for the MSL profession?



168 Manager / Director of MSLs (or equivalent title)
and MSL, Sr. MSL, Medical Advisor (or equivalent title)

USA Data





Should MSLs be expected to pass an independent examination which evaluates their knowledge, skills, and competencies based upon a predetermined standardized criteria for the MSL profession?



21 Manager / Director of MSLs (or equivalent title)

USA Data





As an MSL Manager, would you give preference to an applicant (MSL) that held the MSL-BC® Credential?

Yes

68%

No

32%



47 Manager / Director of MSLs (or equivalent title)

Global Data





As an MSL Manager, would you give preference to an applicant (MSL) that held the MSL-BC® Credential?

Yes

67%

No

33%



21 Manager / Director of MSLs (or equivalent title)

USA Data



SURVEY METHODOLOGY



This 2020 Survey includes responses from 176 **individuals** from 28 **countries**.

During a live webinar on March 27th, 2020 and April 22nd, 2020 polling questions were asked to participants. Respondents were only allowed to participate one time and duplicate responses were not accepted. The survey results were not weighted. Only responses from individuals that identified their current role as one of the following positions (or equivalent title) were included in the data presented in this report:

- MSL, Sr. MSL, Medical Advisor (or equivalent title)
- Manager / Director of MSLs (or equivalent title)

What is your current role?

22

**Manager / Director of
MSLs (or equivalent title)**

154

**MSL, Sr. MSL, Medical
Advisor (or equivalent title)**



**Global Data
28 Countries**



Perceptions of the MSL-BC®



Demographic Data

Developed by MSL leaders for the MSL profession!



How would you classify your company?

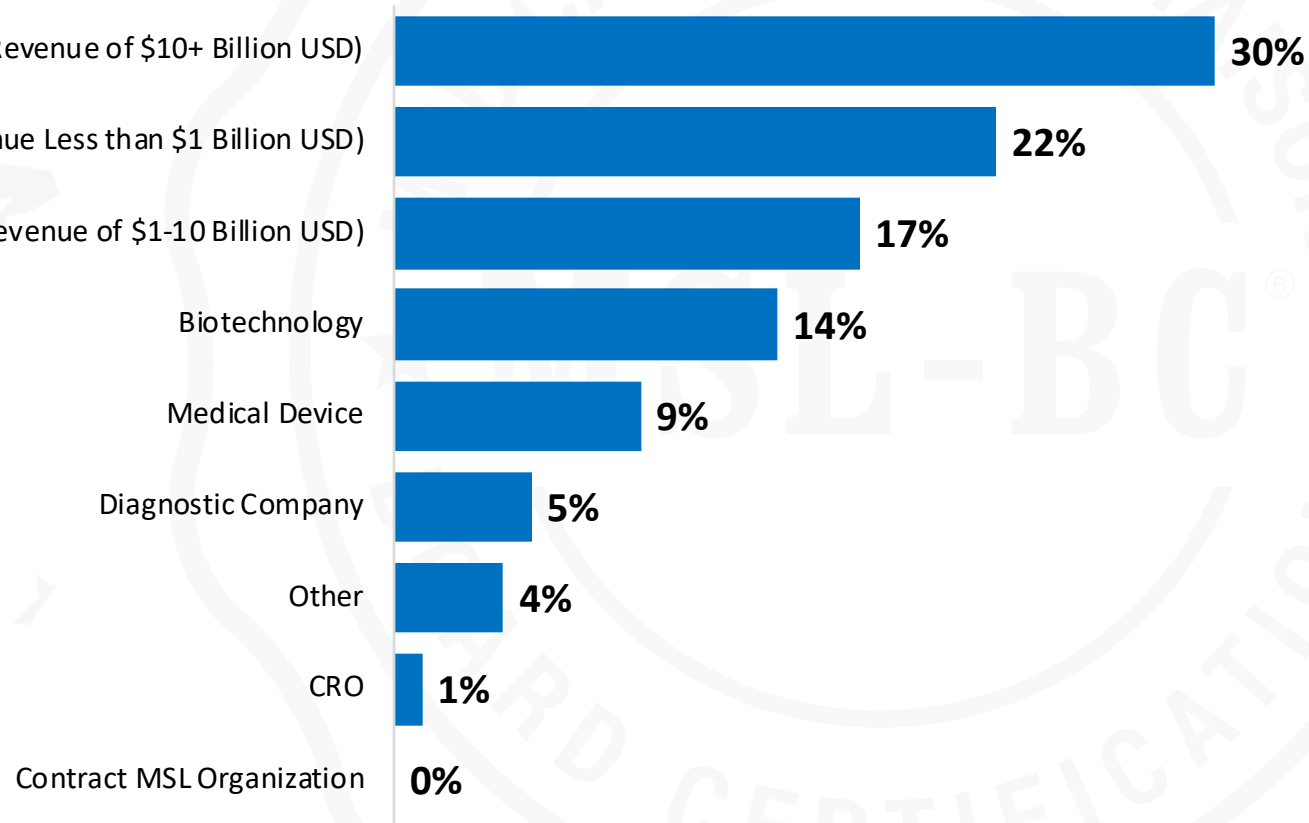


176 Manager / Director of MSLs (or equivalent title)
and MSL, Sr. MSL, Medical Advisor (or equivalent title)

Global Data



Perceptions of the MSL-BC®





How many years of MSL/MSL management experience do you have?

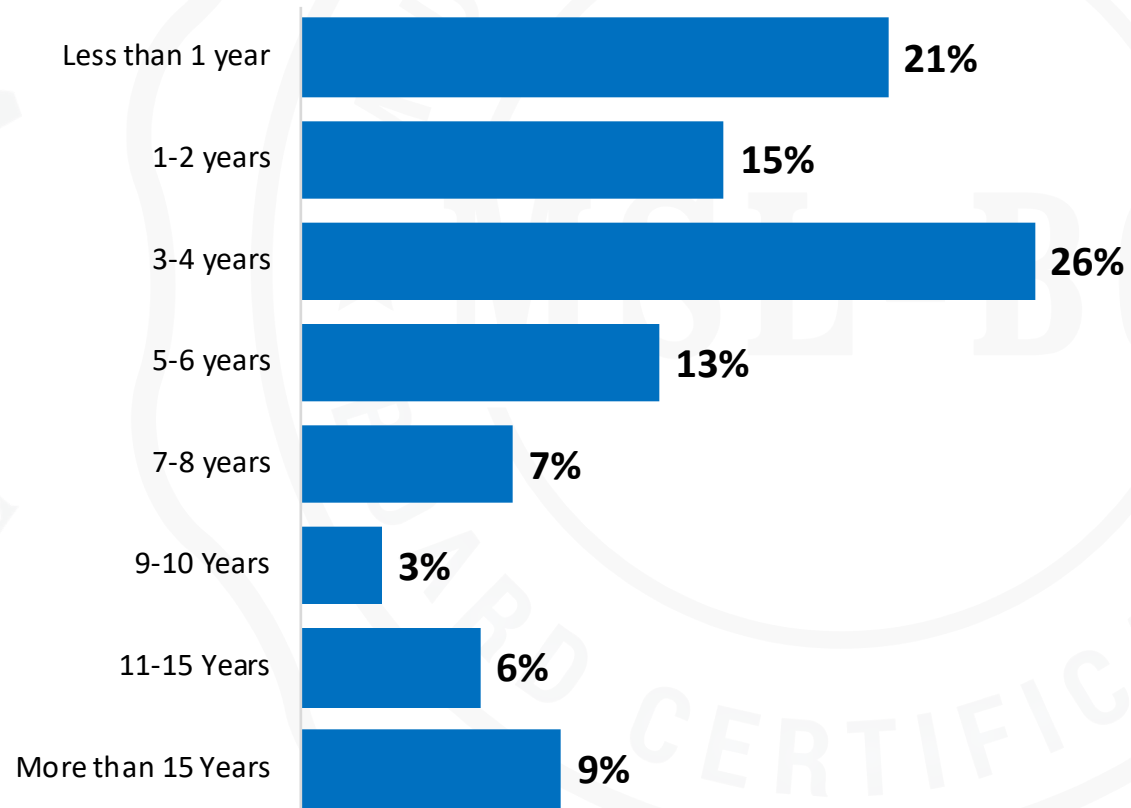


174 Manager / Director of MSLs (or equivalent title)
and MSL, Sr. MSL, Medical Advisor (or equivalent title)

Global Data



Perceptions of the MSL-BC®



Perceptions of the MSL-BC®



Survey Results

Developed by MSL leaders for the MSL profession!



**Do you think the
MSL-BC® is
valuable to the
MSL profession?**



Perceptions of the MSL-BC®



89 Manager / Director of MSLs (or equivalent title)
and MSL, Sr. MSL, Medical Advisor (or equivalent title)

Global Data



Do you think the MSL-BC® will have a positive impact on the MSL profession?



Perceptions of the MSL-BC®



78 Manager / Director of MSLs (or equivalent title)
and MSL, Sr. MSL, Medical Advisor (or equivalent title)

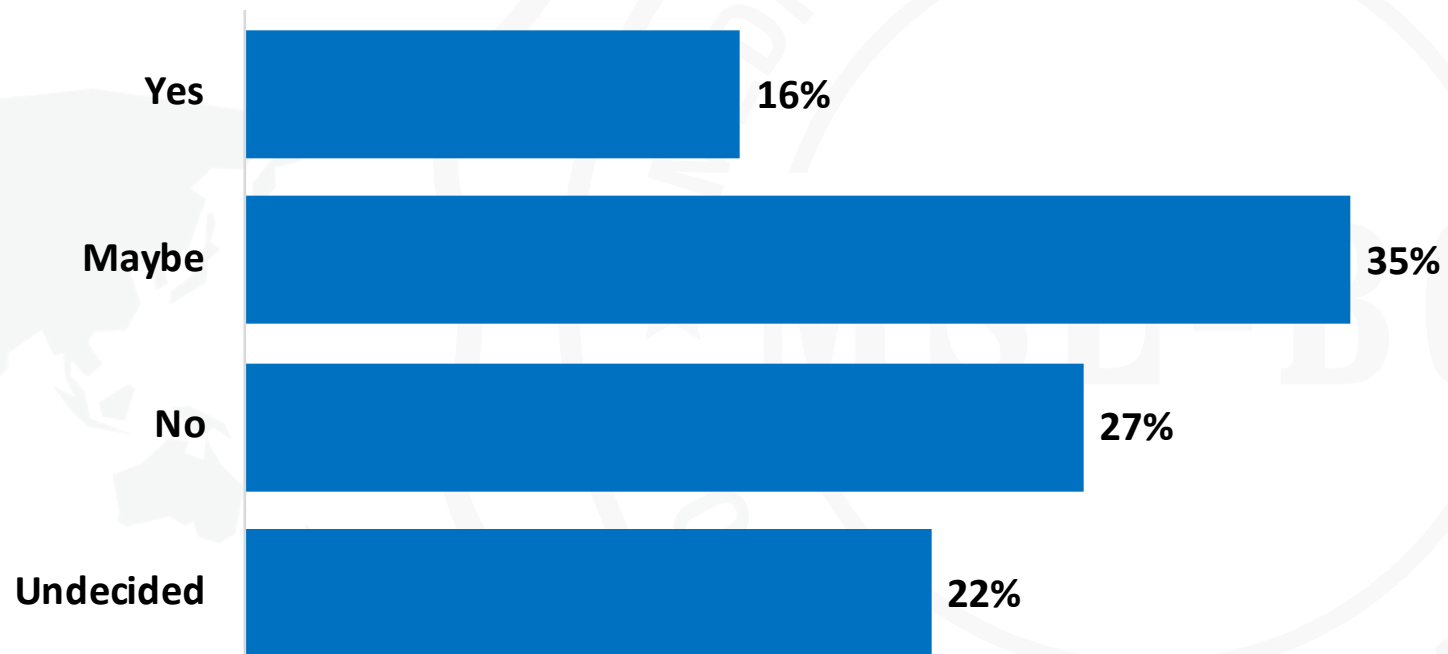
Global Data



Do you think there should be a hiring preference given to those that have earned the MSL-BC® Credential?



Perceptions of the MSL-BC®



82 Manager / Director of MSLs (or equivalent title)
and MSL, Sr. MSL, Medical Advisor (or equivalent title)

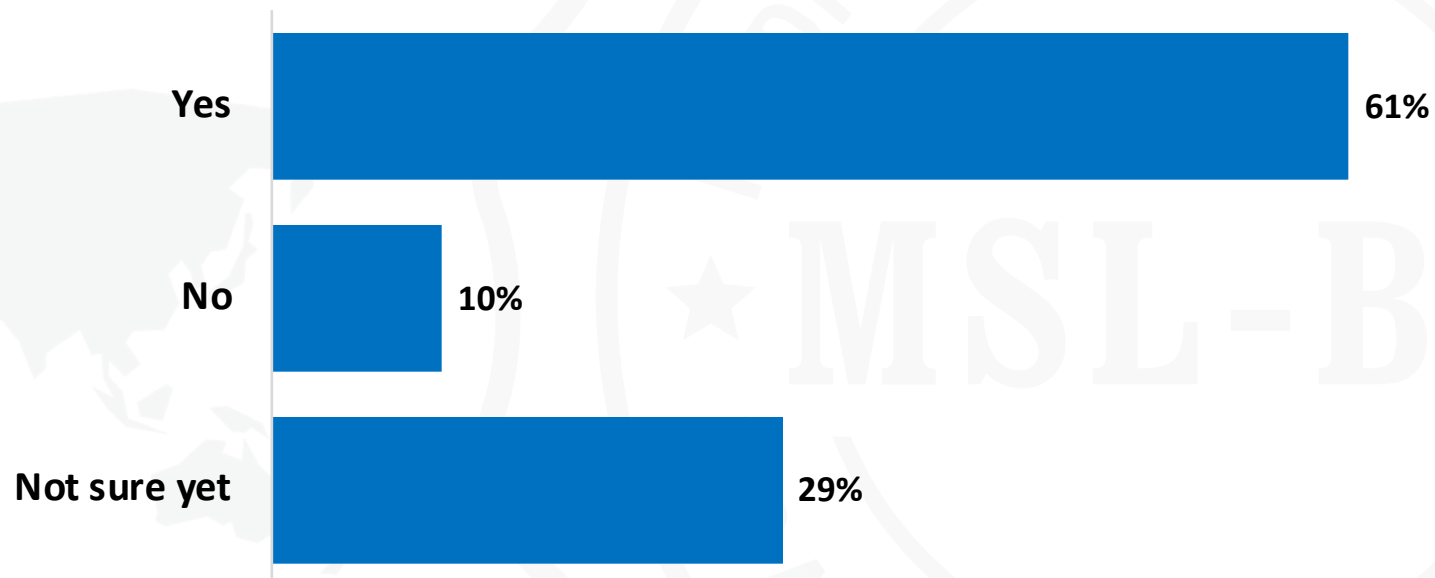
Global Data



**Do you think earning
the MSL-BC®
Credential could
possibly benefit your
career?**



Perceptions of the MSL-BC®



*31 Manager / Director of MSLs (or equivalent title) and
MSL, Sr. MSL, Medical Advisor (or equivalent title)
*Polling question only asked during April 22nd webinar

Global Data

The First-Ever Board Certification for MSLs and MSL Leaders



**Developed by MSL leaders
for the MSL profession!**

Learn More

www.themsls.org/msl-board-certification