

# Europe Medical Science Liaison



## Competitive Benchmarking of Leading Pharmaceutical Companies' Strategies for Leveraging the Medical Science Liaison Function in Europe

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Accurately measuring the effectiveness of field Medical Affairs personnel has been a long-standing challenge for pharmaceutical and biotech companies. Through primary research techniques, skilled competitive intelligence professionals at PharmaForce International have uncovered the quantitative and qualitative metrics employed at a wide range of companies in order to evaluate their field Medical Affairs personnel.

Allow clients to analyze the functions of Medical Science Liaison (MSL)-related personnel of target pharmaceutical companies in terms of:

- Key changes in the last 12-18 months
- General overview of evaluation approaches by country in the executive summary section
- Strategic approach to the MSL function
- Size and structure of MSL forces
- Reporting structure
- FTEs by therapeutic category
- Key roles of personnel
- Number of regional versus national KOLs/thought leaders (TLs) covered
- Qualifications by title
- Compensation of MSL personnel

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