Gathering insights in a system and structuring them within CRM allows for more meaningful interpretation of data. HCP engagement information across all of our channels automatically becomes part of the HCP profile, so we have the foundation of data we need to continuously improve the HCP experience.

Lauren Blair MSL, AZ

Want best practices for empowering your MSL team?

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Field Medical Affairs is Core to Life Sciences Strategy

↑ 20% GROWTH IN MSLS IN 2017

The Face of the MSL is Changing...and so is the HCP

> 51% OF HCPs TODAY ARE MILLENNIALS

> 75% OF WORKFORCE WILL BE DIGITAL NATIVES BY 2025

96% OF HCPs ARE INTERESTED IN VIRTUAL EVENTS AND WEBINARS

New content can improve patient outcomes. Learners retain 10% of what they hear, but up to 75% of interactive material.

The MSL’s digital toolkit includes

- Online meetings
- Webinars
- Email
- eMSL
- Interactive educational content

HCPs want to engage with MSLs—when they get value

81% of HCPs prefer specific types of content, across all channels

Top companies ask HCPs what they want

Tailor your engagement plan

Ask your KOL about their:
- Long-term scientific and professional goals
- Channel preferences
- Collaboration interests

Events | Trials | Publications

Make it part of their CRM profile

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AstraZeneca

MSL Outlook: What is the Future of Field Medical Affairs?

Get insights from medical leaders.

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