

The Primary Challenge Facing MSLS During the COVID-19 Pandemic and the Time Spent on Virtual Engagements with KOLs





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SURVEY METHODOLOGY

An online survey was open from February 18 - March 10, 2021. 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 roles were included in the data presented in this report:

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

This 2021 Survey included responses from **975 individuals** from **62 countries**

These combined roles resulted in a total of **668 individuals** from **56 countries**. The report includes Global and USA 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”
- The MSL Society newsletter
- Various LinkedIn Posts

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



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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 is managed by a team of highly experienced global MSL leaders that form an advisory committee which consists of a number of VPs, executive directors of Medical Affairs, and MSLs representing numerous companies from various regions around the world. Today the MSL Society has 3,000+ active members in 80+ countries.

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.

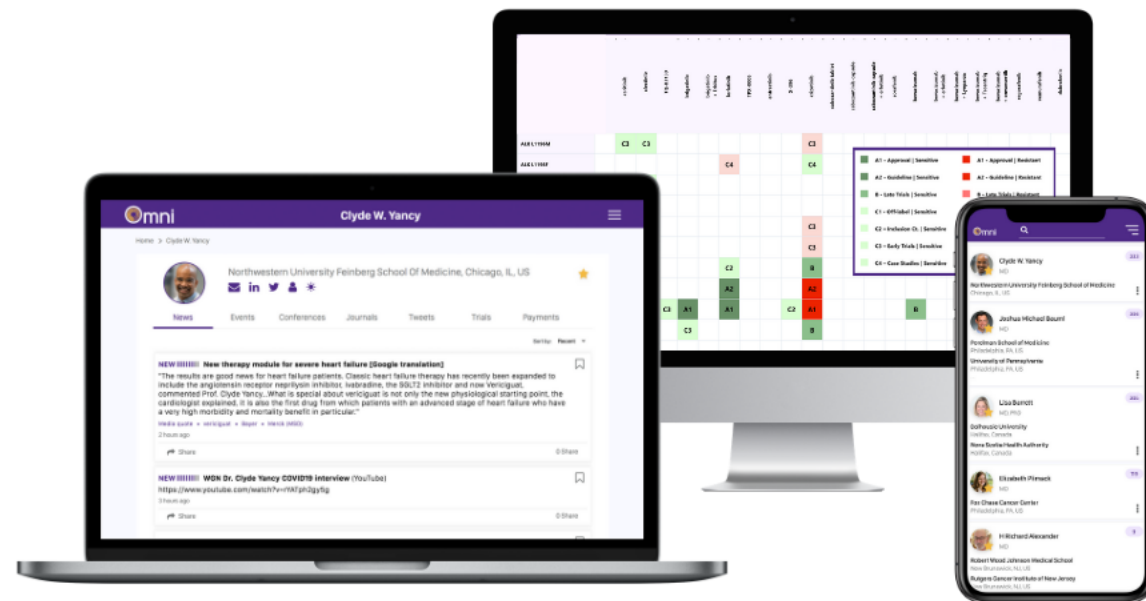
Our Mission

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.

LARVOL

Customized intelligence reports
and SaaS solutions for life sciences

We provide healthcare and life sciences experts accurate, rapid, expertly-curated information to enable strategic decision-making.



OMNI

KOL
Monitoring

CONF

Conference
Planner

PULSE

Market
Intelligence

VERI

Cancer
Biomarkers

What is your current role?



145

Manager / Director of MSLs (or equivalent title)



523

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



Global Data
56 Countries

What is your current role?



Manager / Director of MSLS (or equivalent title)



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



USA Data



Demographic Data

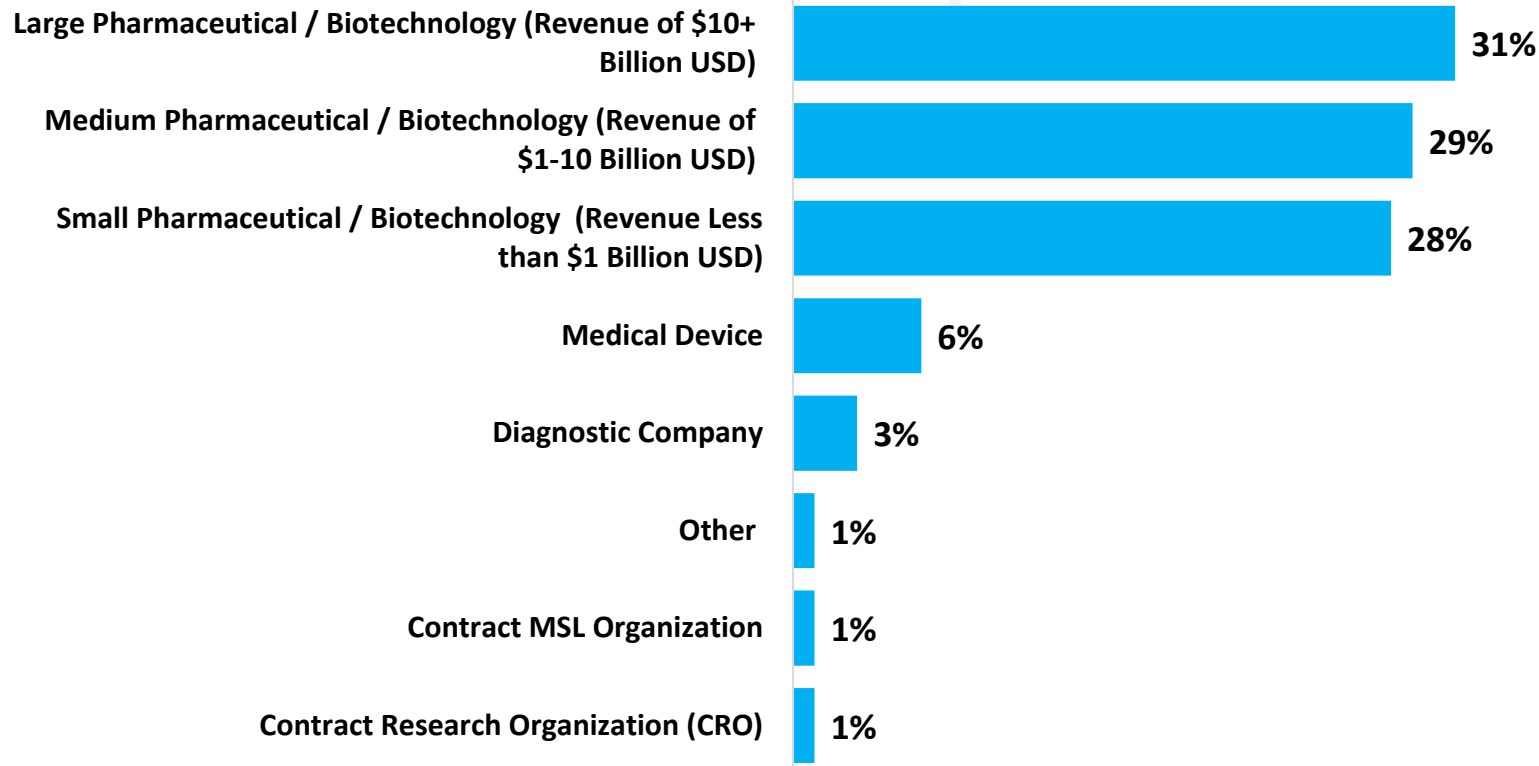


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How would you classify your company?

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





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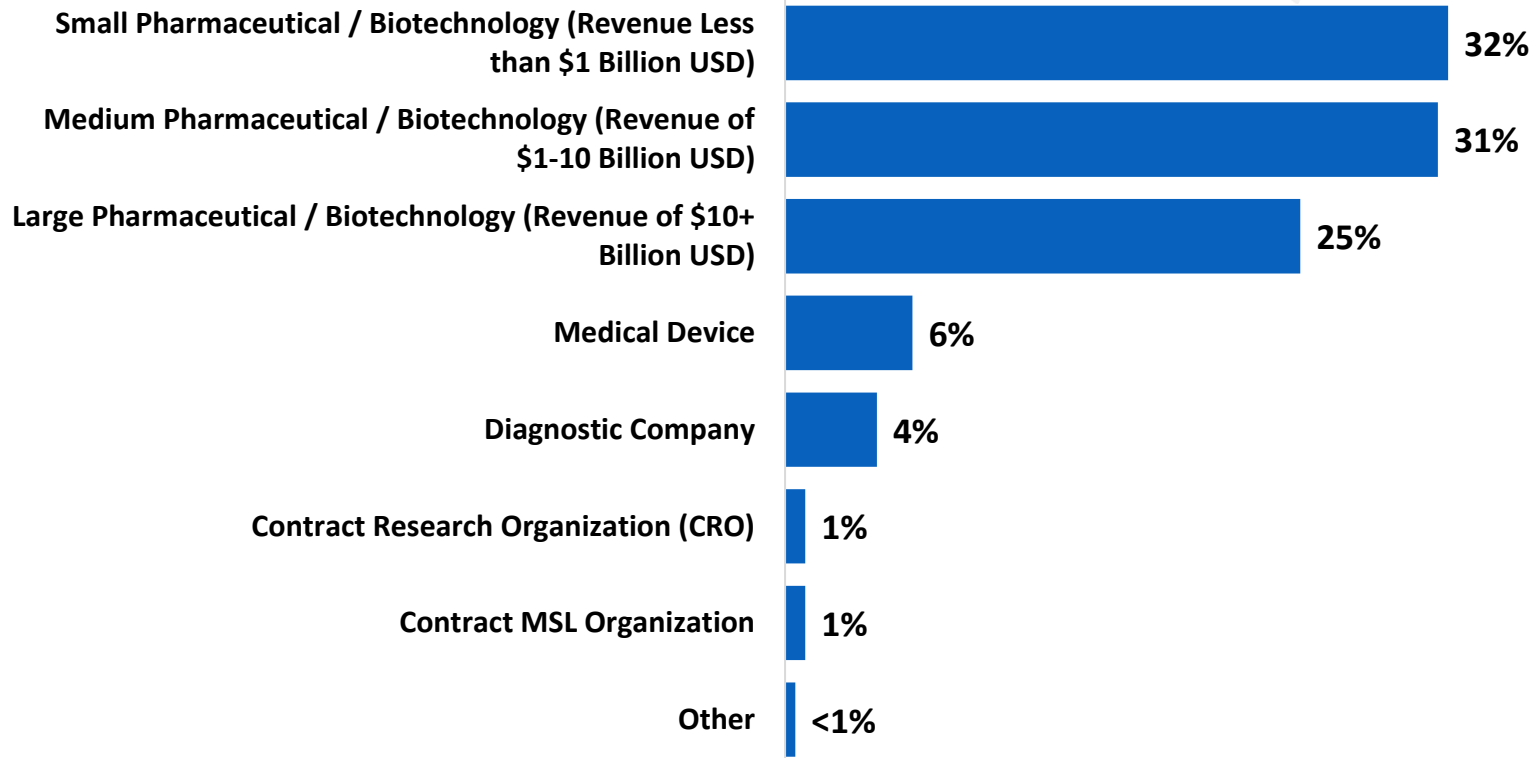


How would you classify your company?

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



USA Data



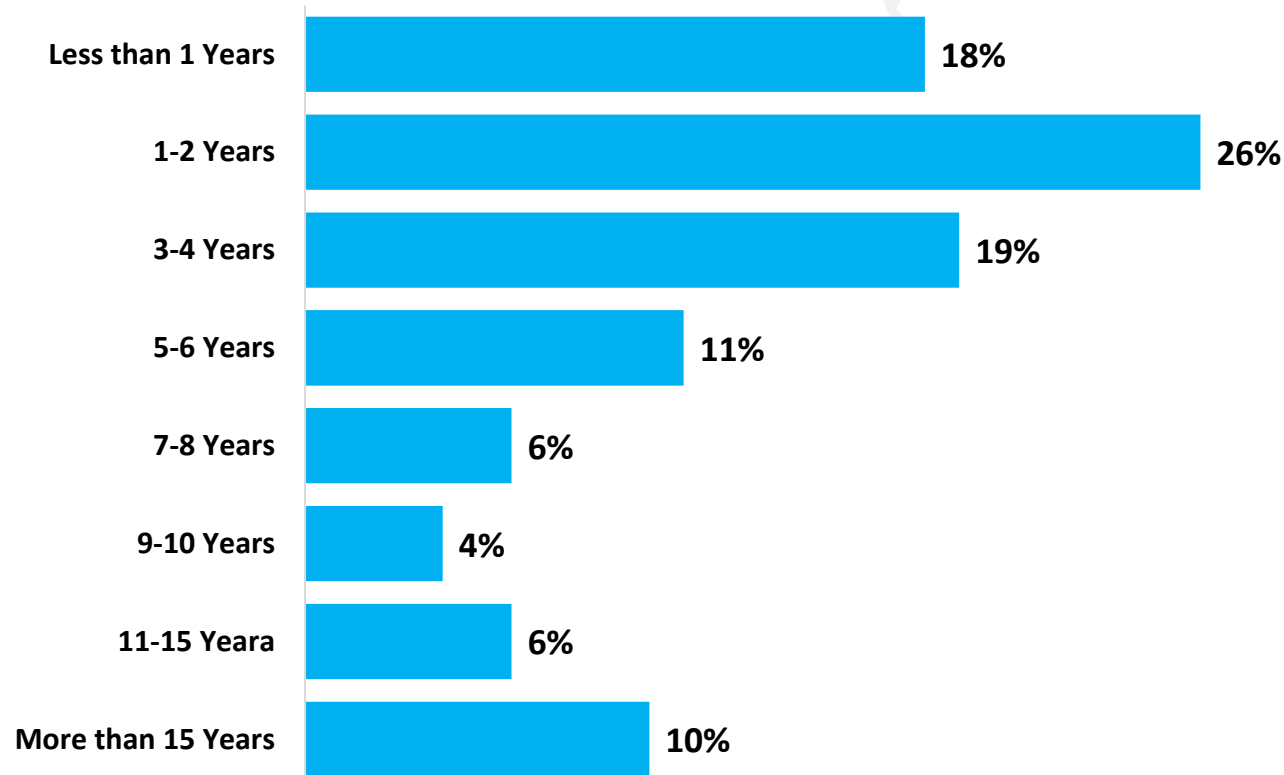


The Primary Challenge Facing MSLs During the COVID-19 Pandemic and the Time Spent on Virtual Engagements with KOLs



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

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



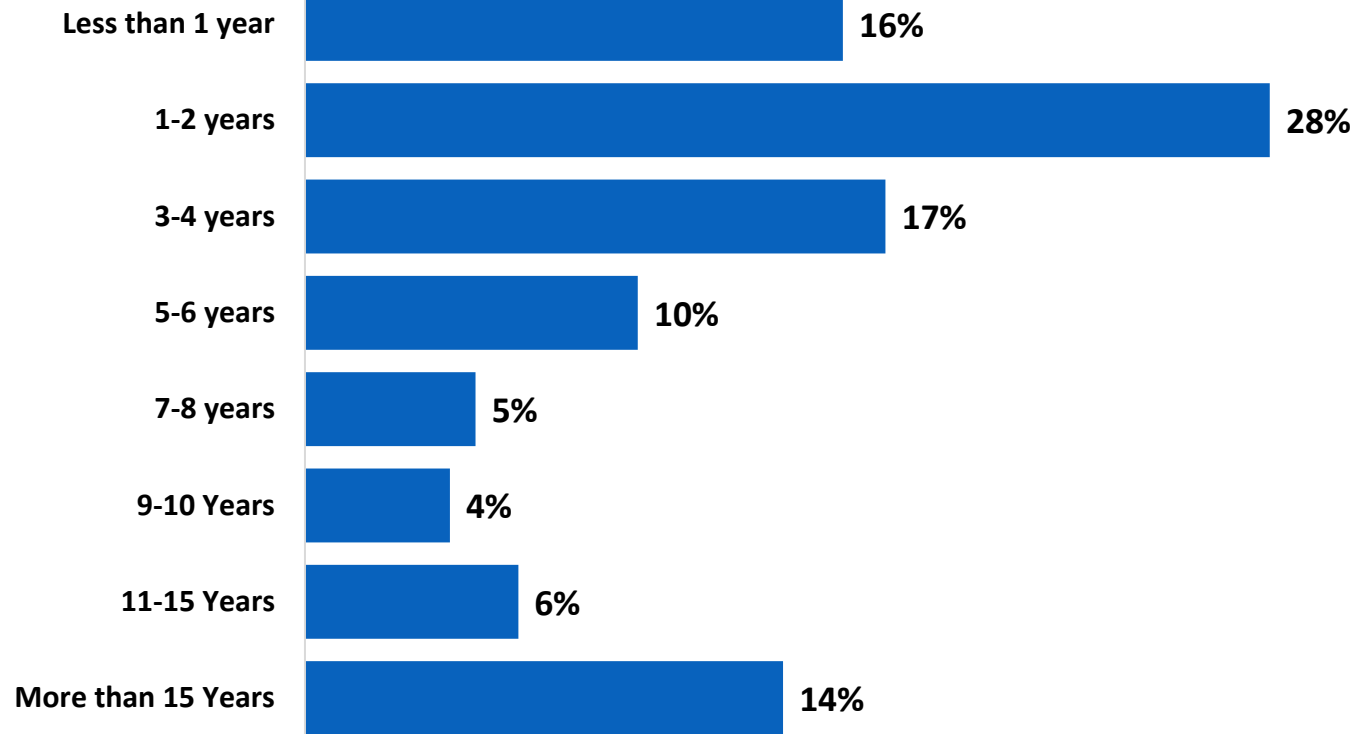


The Primary Challenge Facing MSLs During the COVID-19 Pandemic and the Time Spent on Virtual Engagements with KOLs



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

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

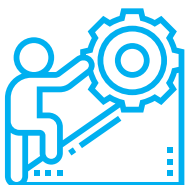




Survey Results

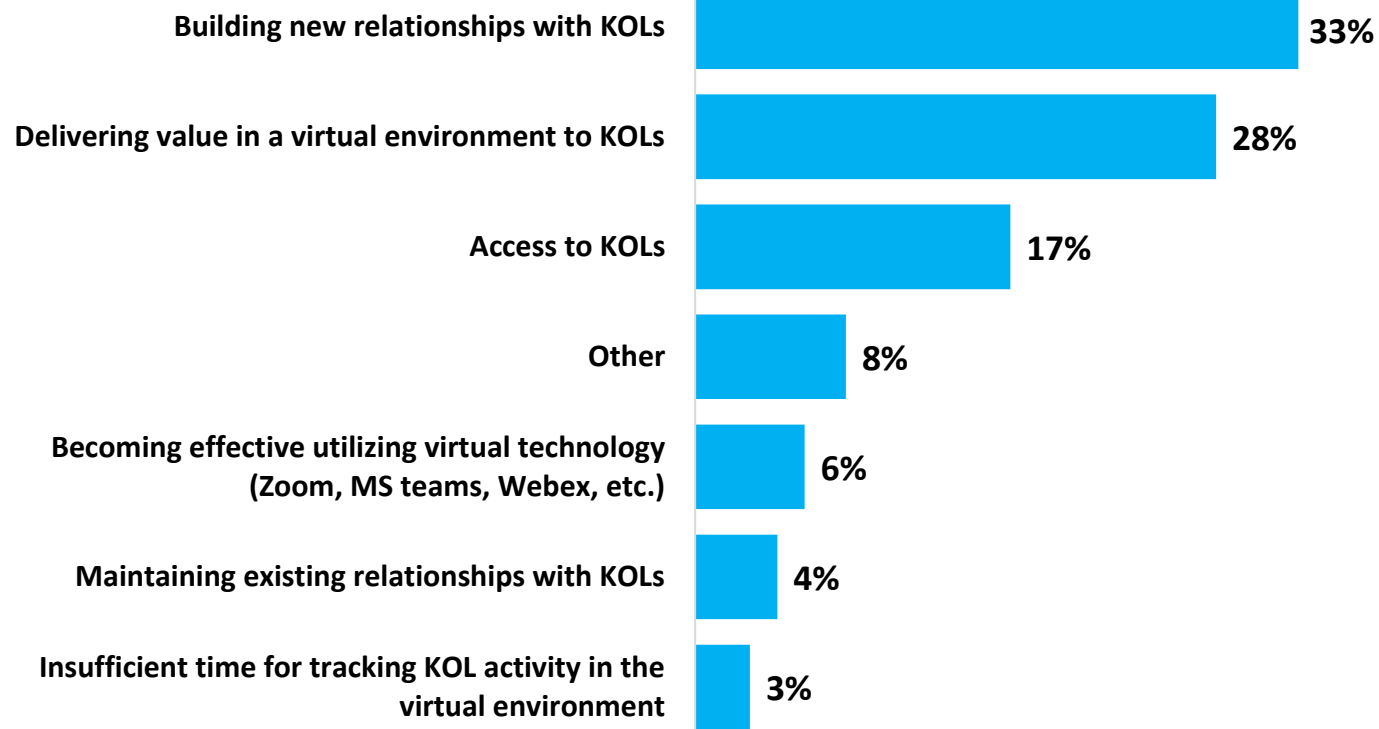


The Primary Challenge Facing MSLs During the COVID-19 Pandemic and the Time Spent on Virtual Engagements with KOLs



During the Covid-19 Pandemic, what has been YOUR primary challenge as a result of the lack of face-to-face KOL engagements?

134 Manager / Director of MSLs (or equivalent title)
Global Data



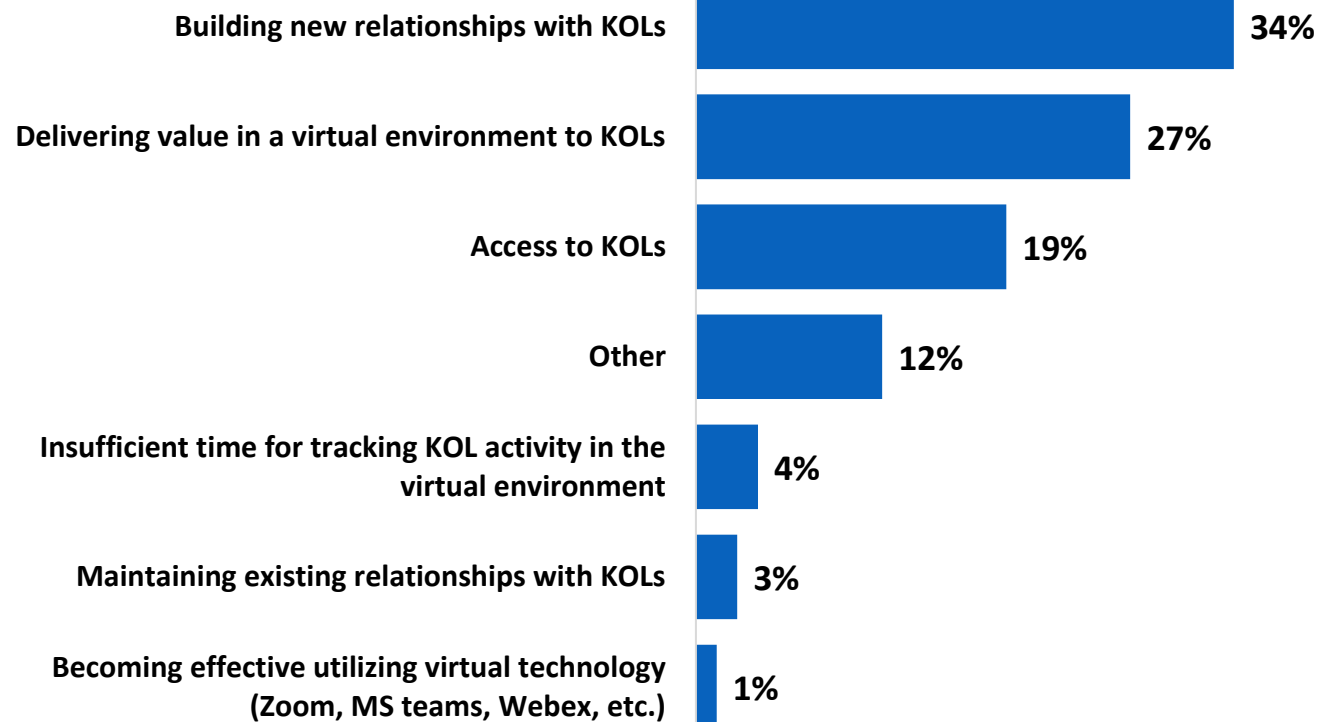


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During the Covid-19 Pandemic, what has been YOUR primary challenge as a result of the lack of face-to-face KOL engagements?

77 Manager / Director of MSLs (or equivalent title)
USA Data



USA Data

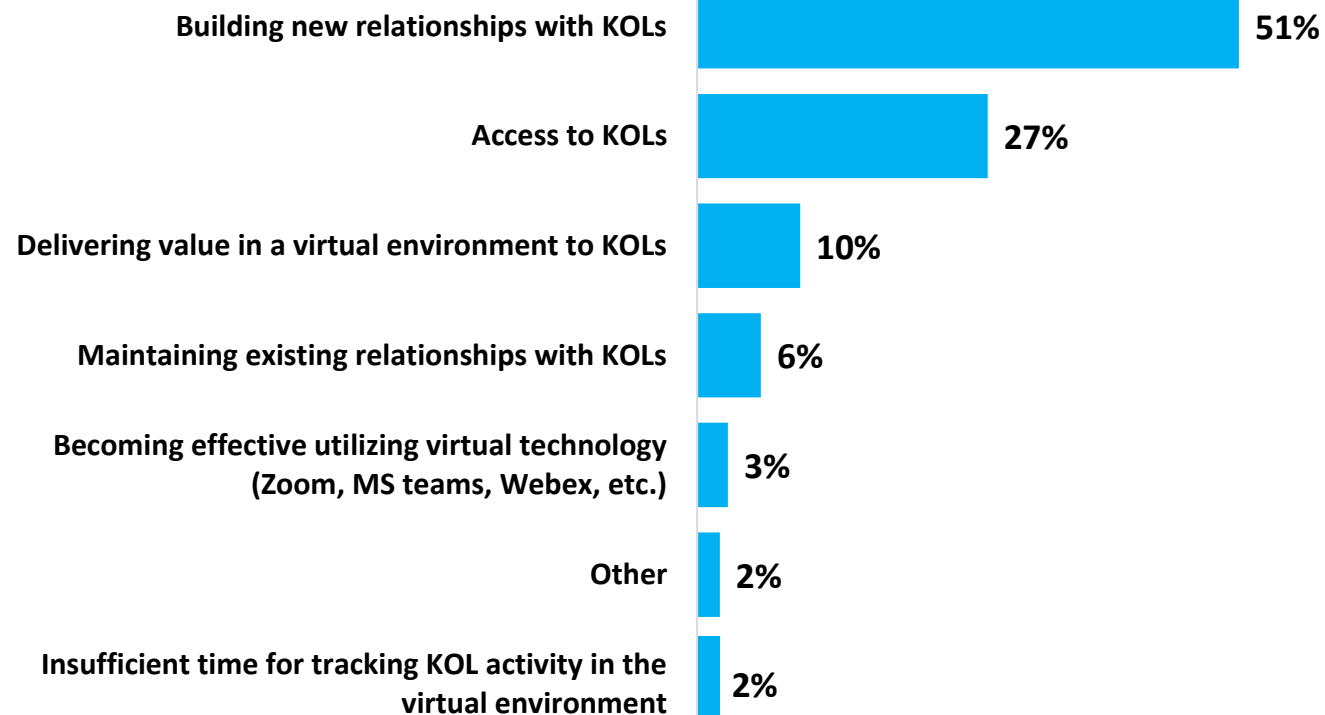


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During the Covid-19 Pandemic, what has been YOUR primary challenge as a result of the lack of face-to-face KOL engagements?

520 MSL, Sr. MSL, Medical Advisor (or equivalent title)
Global Data





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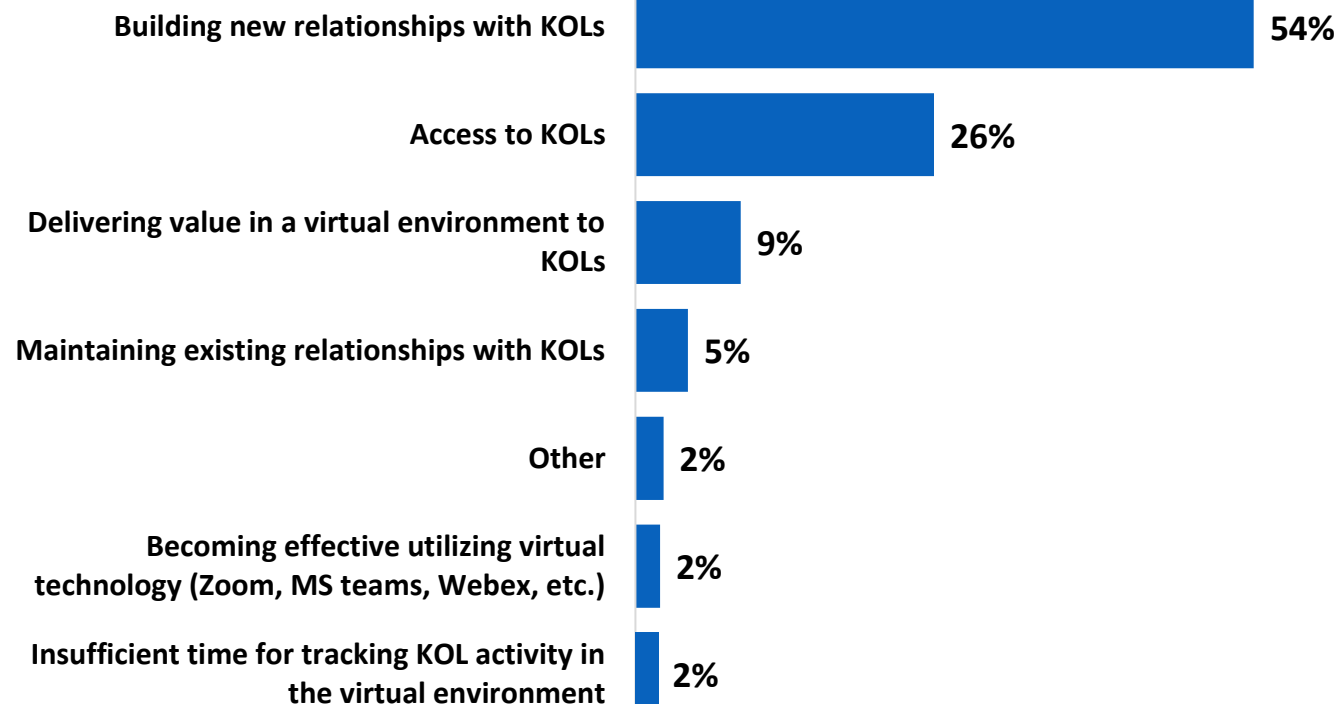


During the Covid-19 Pandemic, what has been YOUR primary challenge as a result of the lack of face-to-face KOL engagements?

327 MSL, Sr. MSL, Medical Advisor (or equivalent title)
USA Data



USA Data



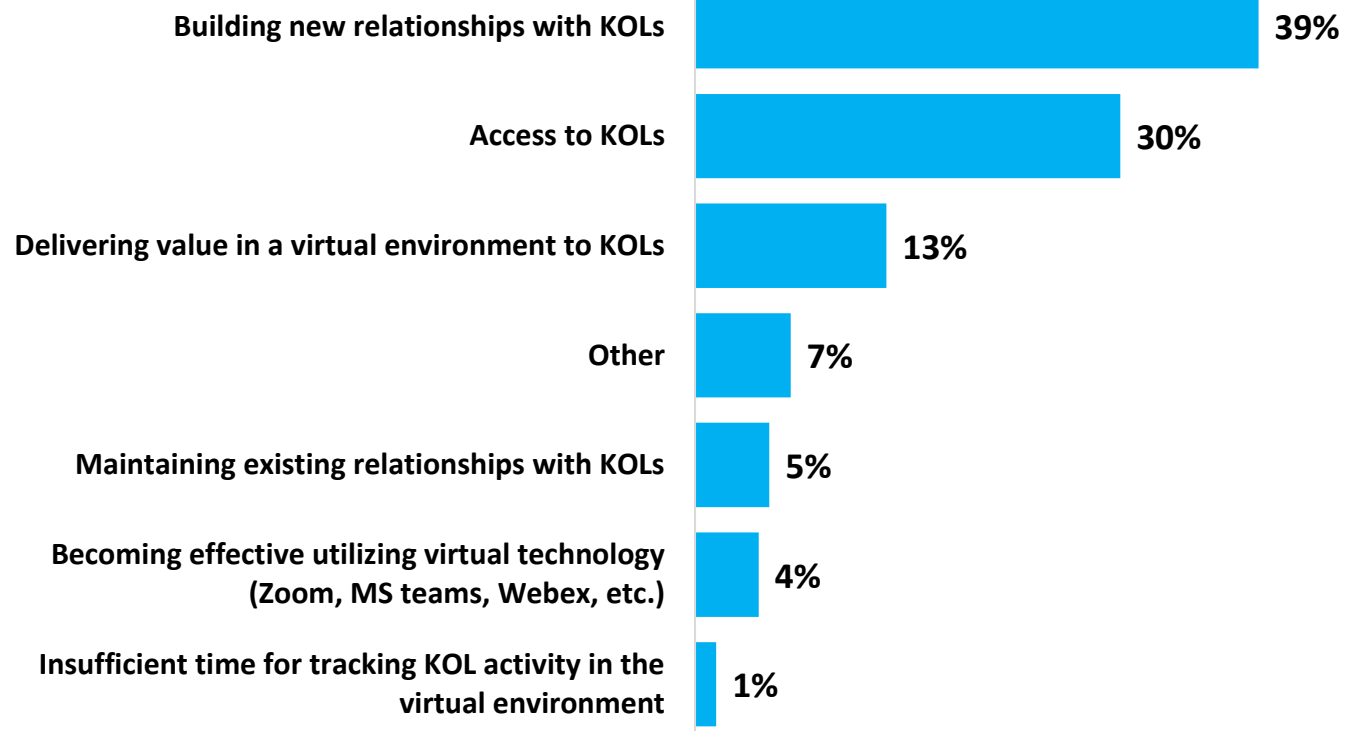


The Primary Challenge Facing MSLs During the COVID-19 Pandemic and the Time Spent on Virtual Engagements with KOLs



During the Covid-19 Pandemic, what has been your MSL TEAM's primary challenge as a result of the lack of face-to-face KOL engagements?

135 Manager / Director of MSLs (or equivalent title)
Global Data





The Primary Challenge Facing MSLs During the COVID-19 Pandemic and the Time Spent on Virtual Engagements with KOLs

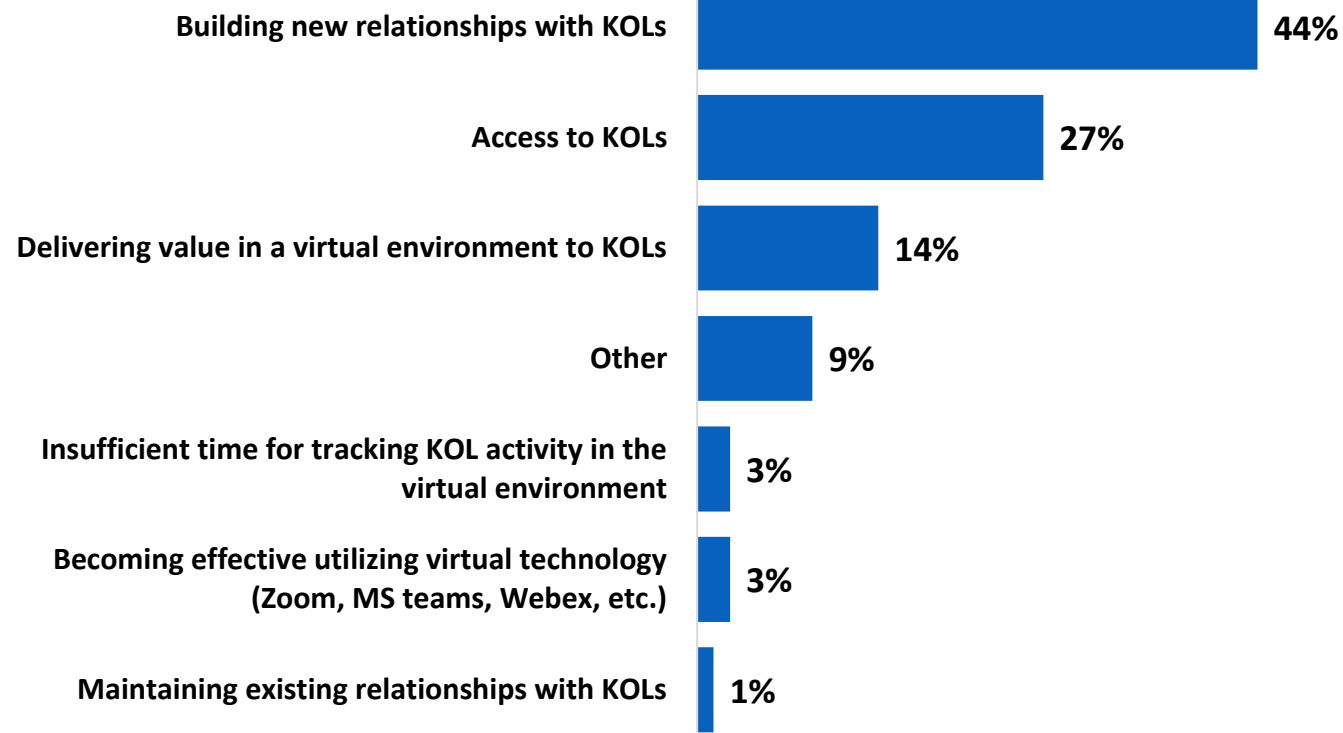


During the Covid-19 Pandemic, what has been your MSL TEAM's primary challenge as a result of the lack of face-to-face KOL engagements?

78 Manager / Director of MSLs (or equivalent title)
USA Data



USA Data



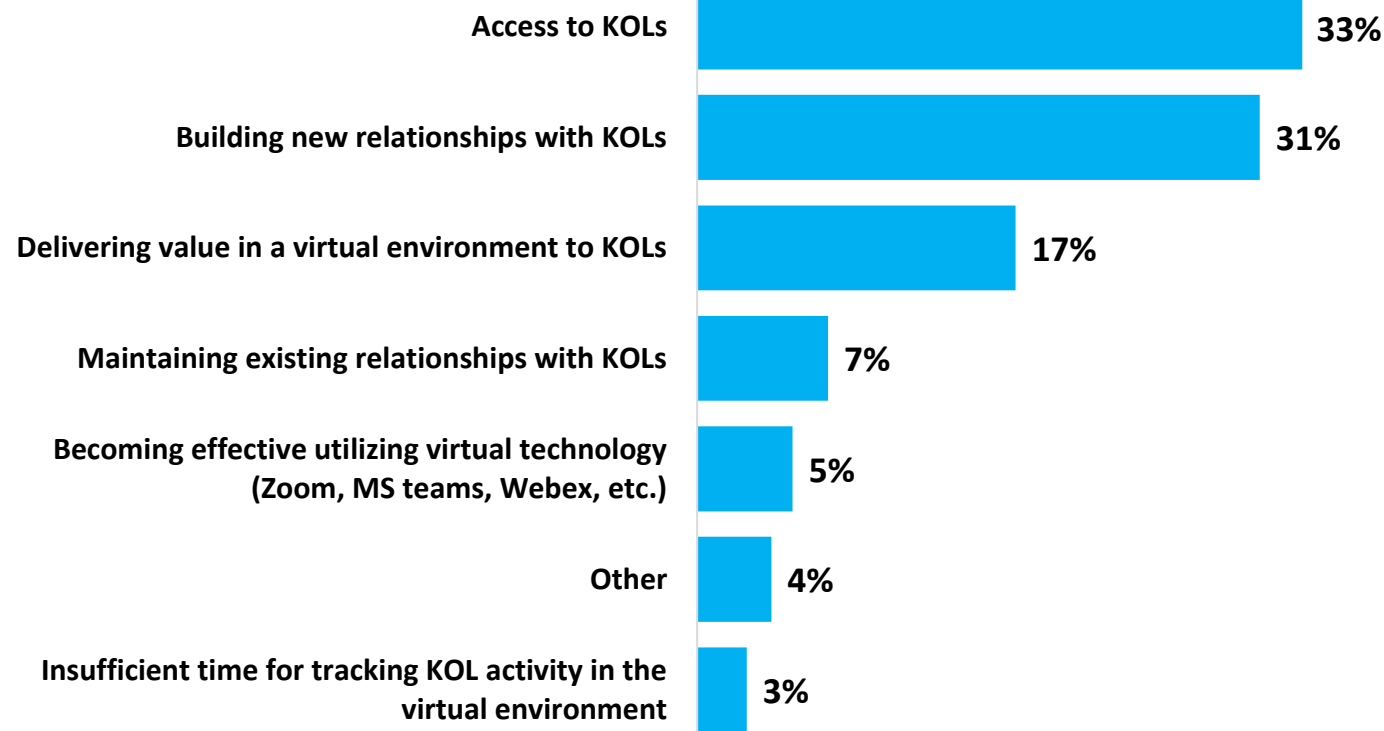


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During the Covid-19 Pandemic, what has been your MSL TEAM's primary challenge as a result of the lack of face-to-face KOL engagements?

519 MSL, Sr. MSL, Medical Advisor (or equivalent title)
Global Data



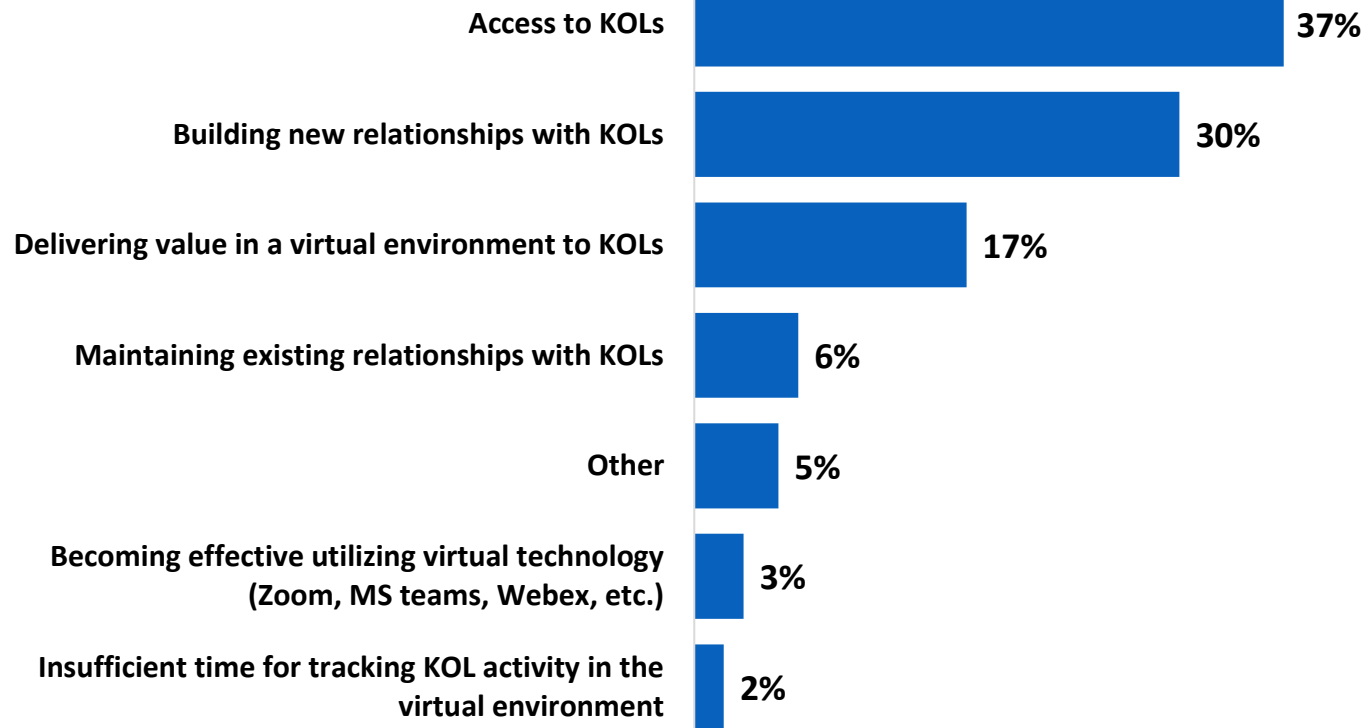


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During the Covid-19 Pandemic, what has been your MSL TEAM's primary challenge as a result of the lack of face-to-face KOL engagements?

326 MSL, Sr. MSL, Medical Advisor (or equivalent title)
USA Data



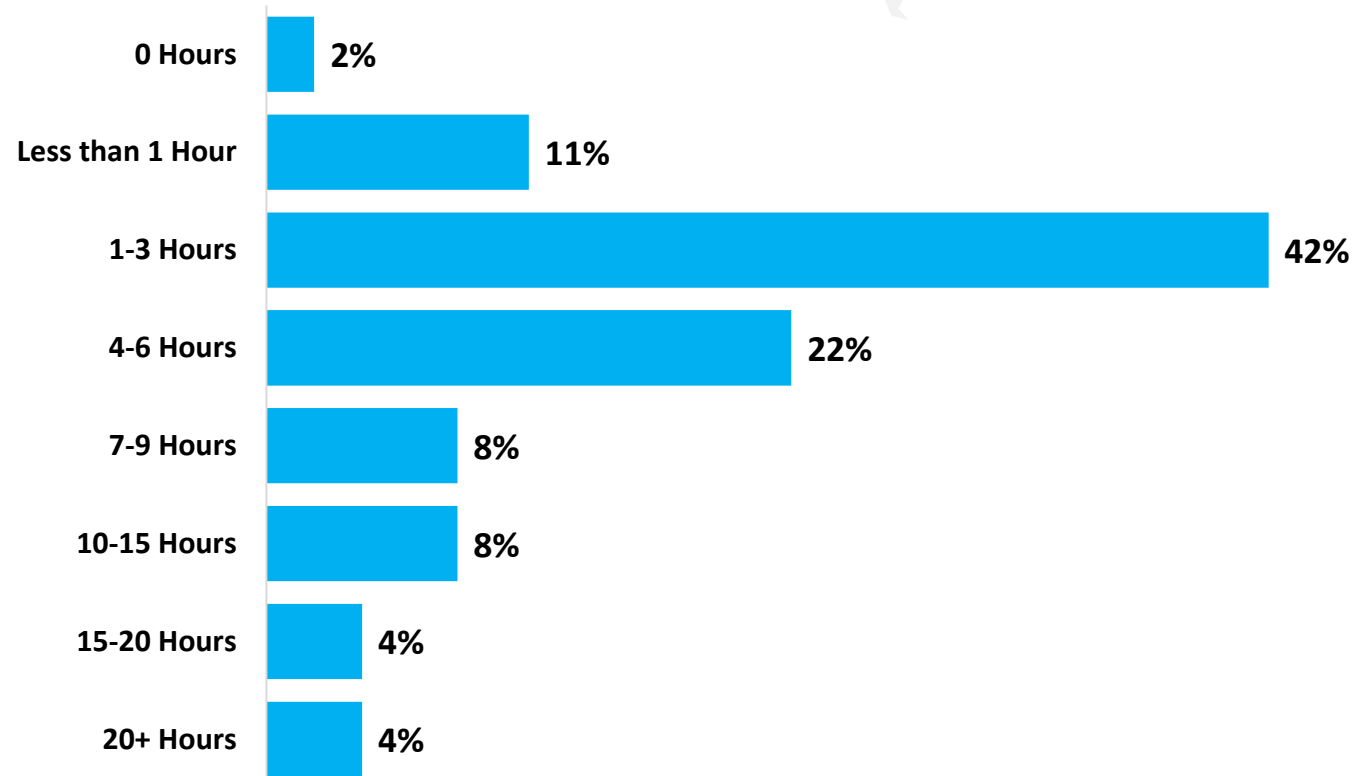


The Primary Challenge Facing MSLs During the COVID-19 Pandemic and the Time Spent on Virtual Engagements with KOLs



During the Covid-19 Pandemic, on average, how many total hours in a typical week do you spend on virtual engagements (Zoom, MS teams, Webex, etc.) with KOLs?

509 MSL, Sr. MSL, Medical Advisor (or equivalent title)
Global Data





The Primary Challenge Facing MSLs During the COVID-19 Pandemic and the Time Spent on Virtual Engagements with KOLs

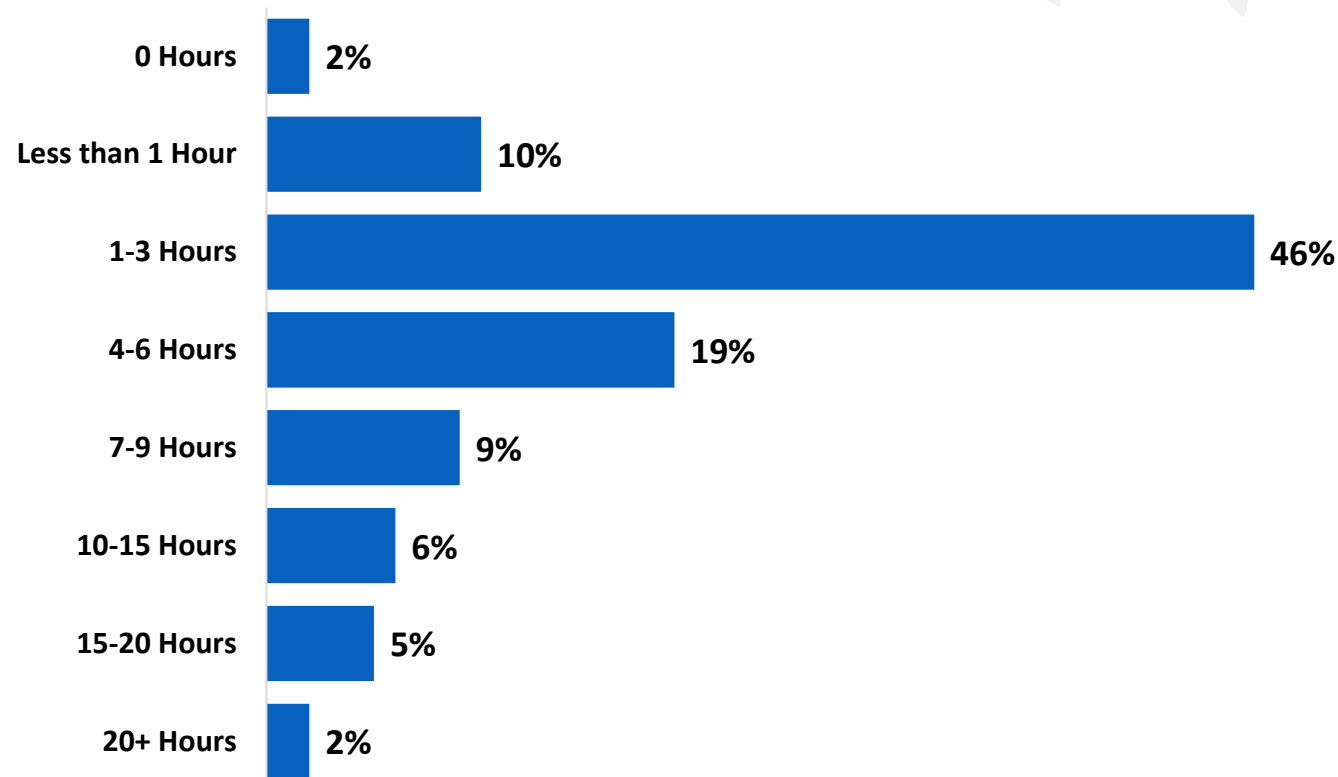


During the Covid-19 Pandemic, on average, how many total hours in a typical week do you spend on virtual engagements (Zoom, MS teams, Webex, etc.) with KOLs?

318 MSL, Sr. MSL, Medical Advisor (or equivalent title)
USA Data



USA Data



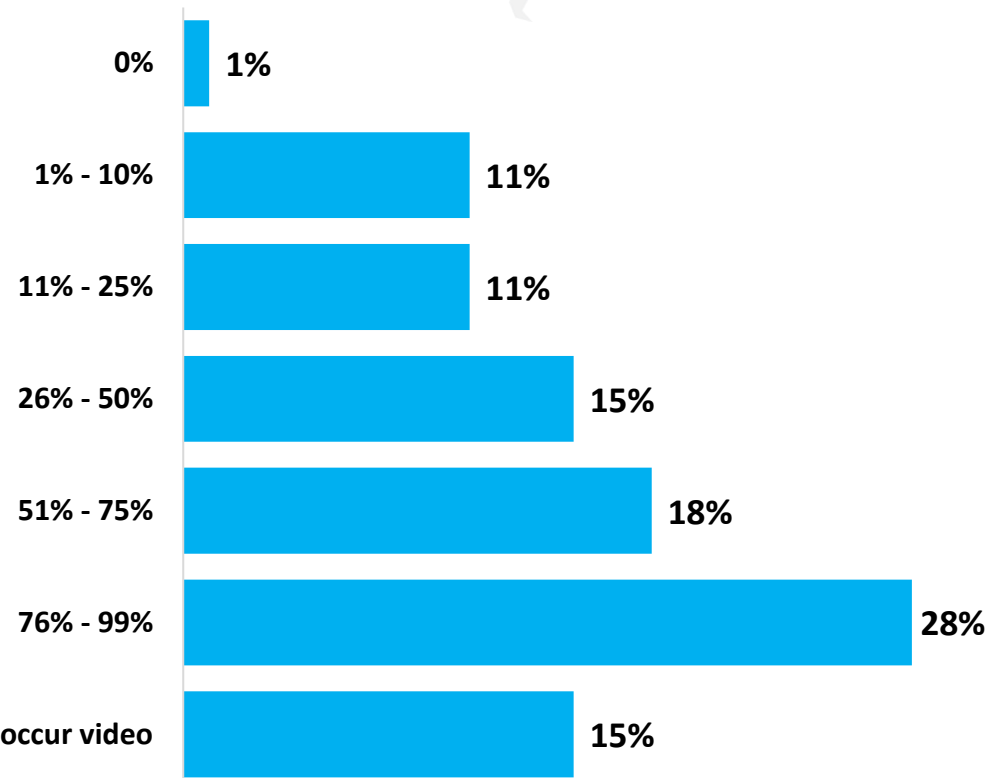


The Primary Challenge Facing MSLs During the COVID-19 Pandemic and the Time Spent on Virtual Engagements with KOLs



During the Covid-19 Pandemic, on average, what percentage of your virtual KOL engagements during a typical month occur on camera/video (as opposed to just using the audio feature)?

514 MSL, Sr. MSL, Medical Advisor (or equivalent title)
Global Data



100% of KOL engagements occur video

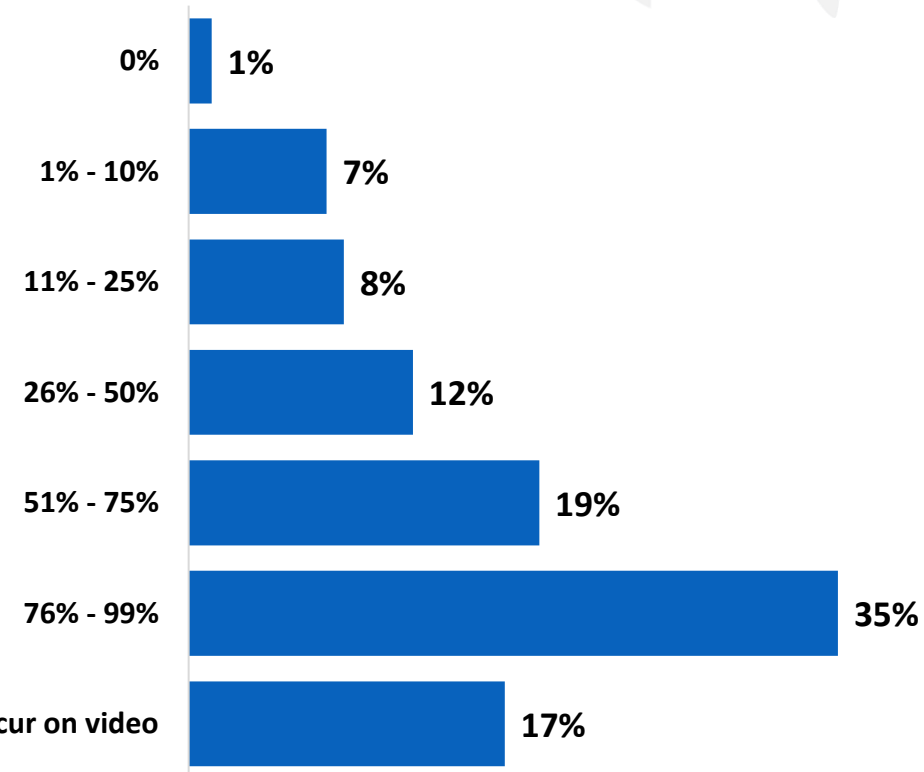
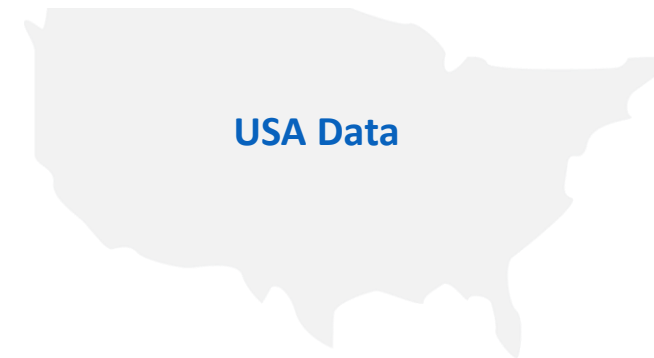


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During the Covid-19 Pandemic, on average, what percentage of your virtual KOL engagements during a typical month occur on camera/video (as opposed to just using the audio feature)?

323 MSL, Sr. MSL, Medical Advisor (or equivalent title)
USA Data



100% of KOL engagements occur on video

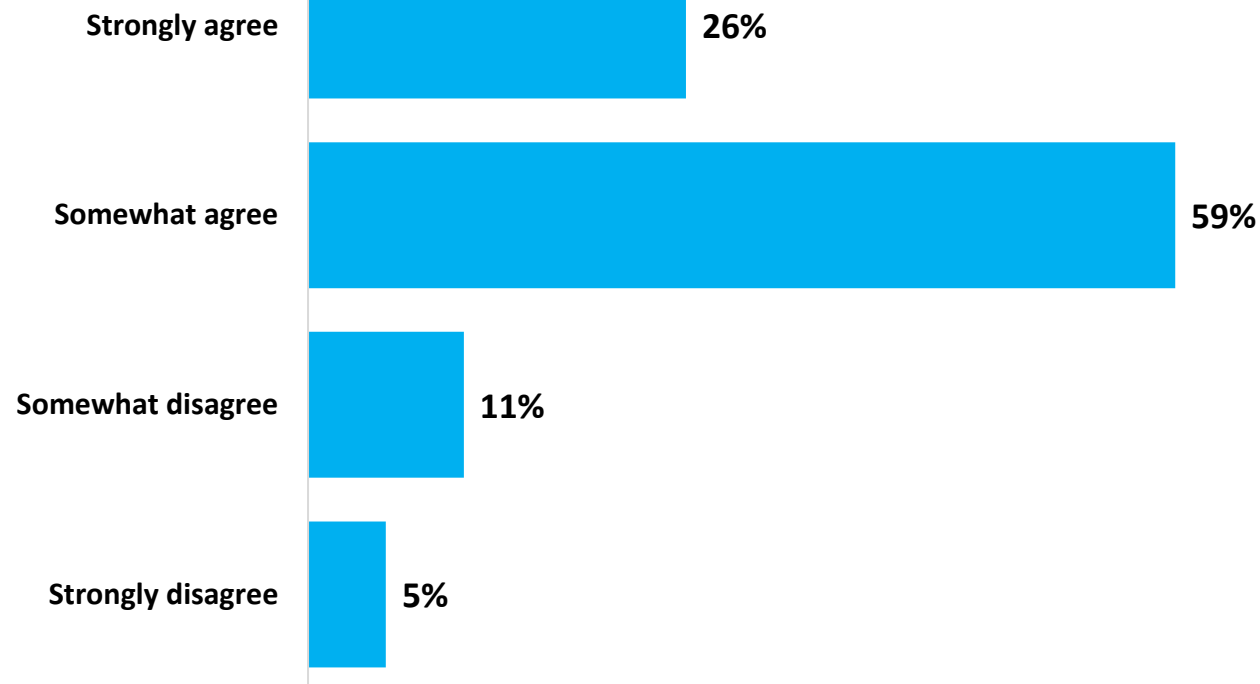


The Primary Challenge Facing MSLs During the COVID-19 Pandemic and the Time Spent on Virtual Engagements with KOLs



The digital solutions and platforms provided by my company allow me to manage my time efficiently and effectively.

133 Manager / Director of MSLs (or equivalent title)
Global Data





The Primary Challenge Facing MSLs During the COVID-19 Pandemic and the Time Spent on Virtual Engagements with KOLs

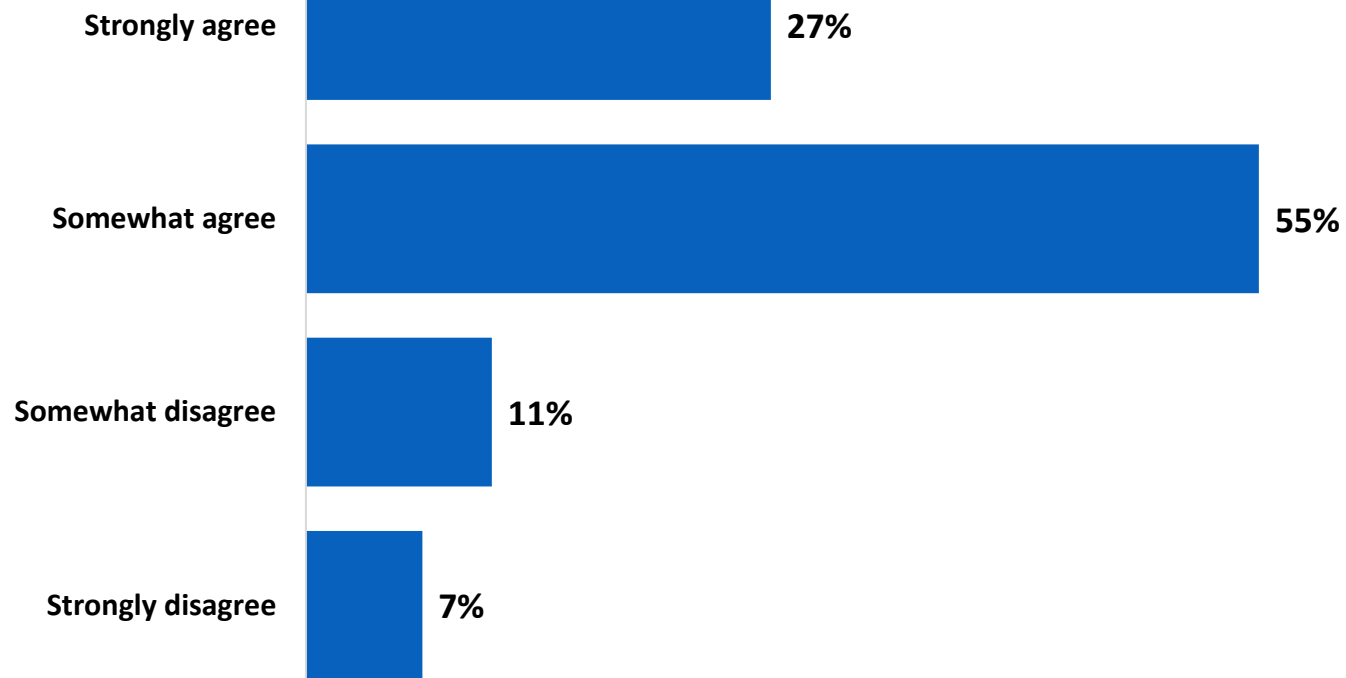


The digital solutions and platforms provided by my company allow me to manage my time efficiently and effectively.

74 Manager / Director of MSLs (or equivalent title)
USA Data



USA Data



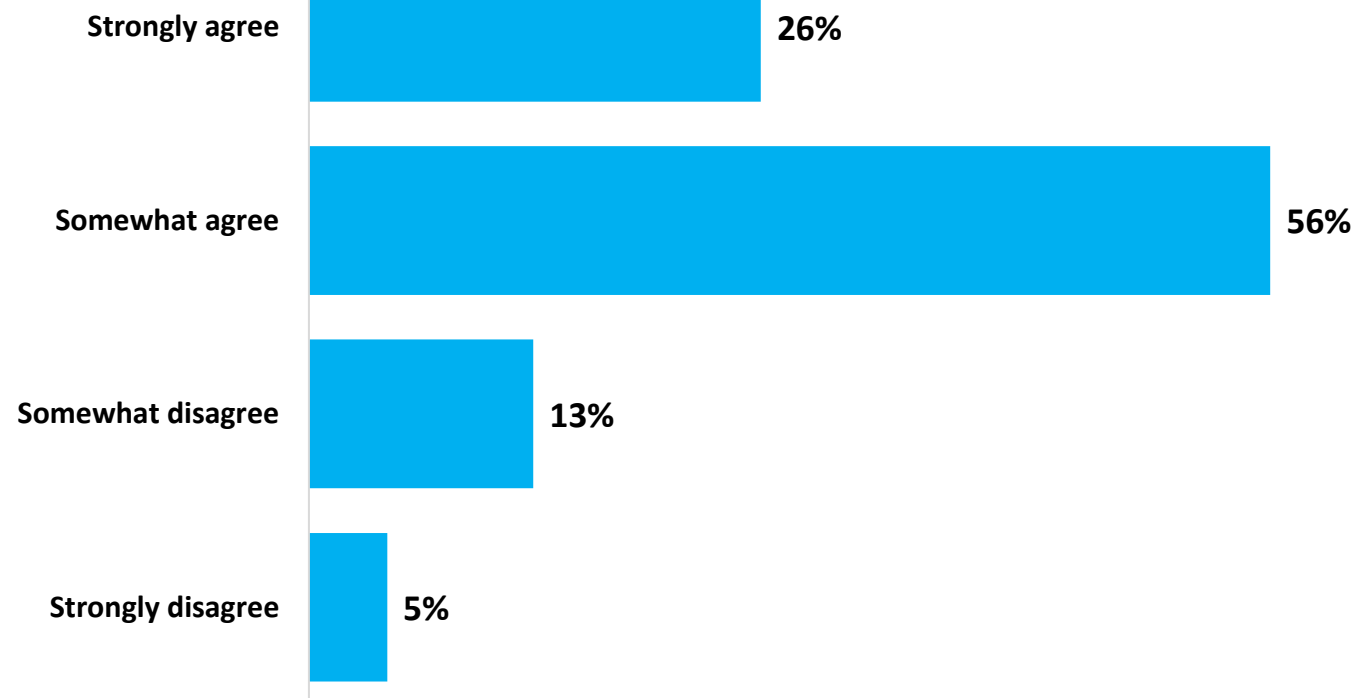


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The digital solutions and platforms provided by my company allow me to manage my time efficiently and effectively.

505 MSL, Sr. MSL, Medical Advisor (or equivalent title)
Global Data





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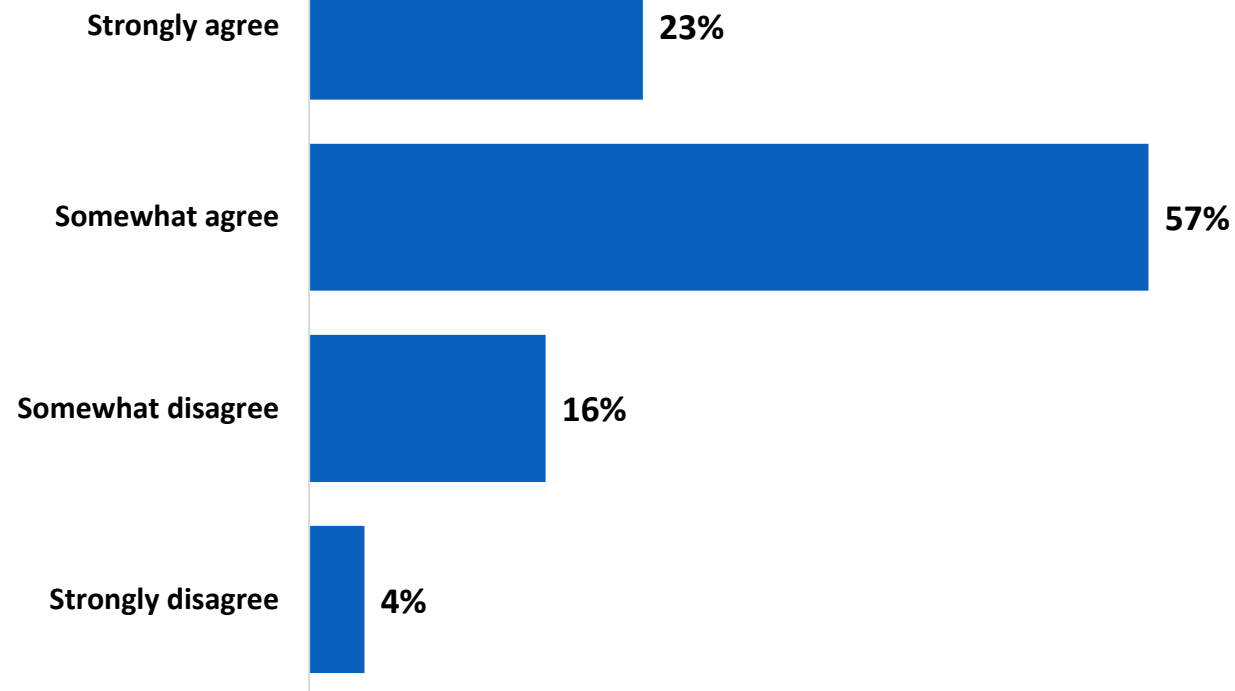


The digital solutions and platforms provided by my company allow me to manage my time efficiently and effectively.

316 MSL, Sr. MSL, Medical Advisor (or equivalent title)
USA Data



USA Data





The Primary Challenge Facing MSLs During the COVID-19 Pandemic and the Time Spent on Virtual Engagements with KOLs



Does your team utilize digital solutions designed specifically for KOL identification and tracking?

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



Yes, we've been actively using such a digital tool(s) for quite some time

31%

Yes, we are in early-adoption stage

20%

Not yet but we are considering it

10%

No, we use a vendor

4%

No, we haven't started using digital KOL tracking solutions

34%



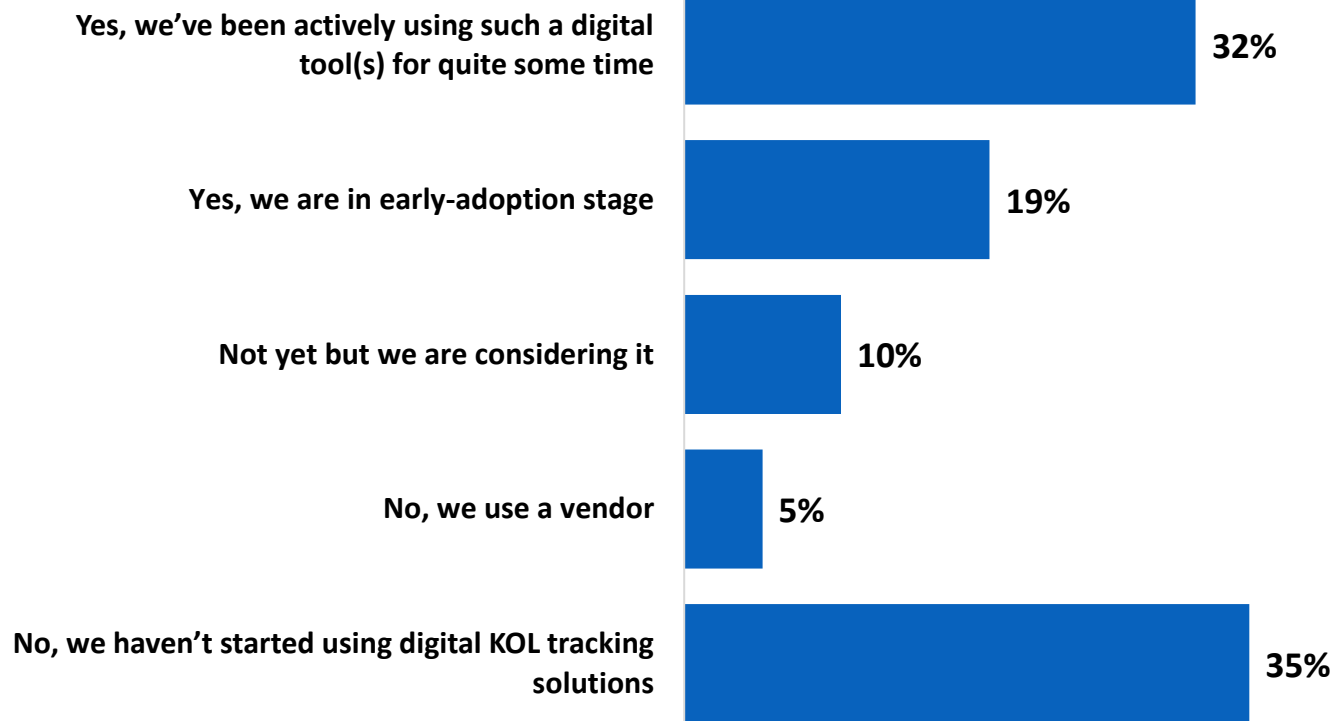


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Does your team utilize digital solutions designed specifically for KOL identification and tracking?

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



USA Data

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