

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

Published: October 2015

As it becomes more challenging for pharmaceutical companies to communicate key medical information directly to physician audiences, the roles of Medical Science Liaisons (MSL) and similar personnel have become increasingly vital. Leading pharmaceutical companies have adopted varying approaches for strategically influencing health care providers.

Details for each company in the report include:

- Strategic approach to the MSL function
- Size and structure of MSL forces
- Reporting structure
- FTEs by therapeutic category
- Key role of personnel
- KOL assignment allocations by therapeutic area
- Qualifications by title
- Compensation of MSL personnel