

MSL Organization Transformation



The Challenge

Biopharma company detected inconsistent competencies within its global Medical Science Liaison (MSL) organization across 80+ countries.

Our Approach

Developed and deployed enterprise-level strategic and tactical elements of a global MSL Improvement Program across seven workstreams and all therapeutic categories.

Value Added

Increased MSL Organization effectiveness worldwide, enhanced scientific leadership, fostered global engagement; project successfully completed on time and on budget.

Specifics

- ✓ Conducted global MSL competencies assessment, eSurvey, focus group, risk assessment.
- ✓ Established governance framework & communication plan.
- ✓ Developed & validated risk- & competency-based MSL Reference Framework.
- ✓ Identified/prioritized gaps in MSL operations.