



MSL Strategy and Training

Field Medical Teams rely on solid medical evidence and clear messaging to communicate effectively with the healthcare community. A well-trained team of MSLs aligned behind a clear, evidence-based message is critical for building trust with health care providers (HCPs), Key Opinion Leaders (KOLs), and others in your field. This trust, along with a solid strategy for collecting insights and proactively responding to the community's needs allows the team to continue to be relevant to the ever-changing landscape of a therapeutic area.

Confident MSL engagement from evidence-based insights

- Thorough understanding of the evidence and data in your field and identification of key messages
- Tailored learning plan for specific stakeholders
- Training on presentations and materials
- A targeted strategy highlighting the most impactful questions to collect valuable insights
- Evaluation of the best technology options for your field team



GAPS AND OPPORTUNITIES

You are excited to have MSLs interact with therapeutic stakeholders but you're not sure where to begin. How do you message it for different audiences and understand their issues? You know MSLs will have little time, one chance, and may interact with distracted HCPs. You would like MSLs to engage in a conversation that builds long term relationships, despite staff turnover. Continuous data gathering and training is essential to remain relevant and engaging as therapeutic issues and your workforce evolve over time.

OUR SOLUTION

We tailor solutions to meet your specific needs, without you needing to know what they are to begin with. Using our deep scientific knowledge as well as experience understanding the unique needs of different populations, we can provide a roadmap to a successful and sustainable MSL team. Our expertise in qualitative research and behavior change provides rigor to collecting insights from key stakeholders and turning them into actionable messages.

MARIMAC INSIGHT IS A SCIENTIFIC MANAGEMENT CONSULTING FIRM FOUNDED BY SENIOR SCIENTISTS TO ADDRESS MEDICAL AND SCIENCE LEADERSHIP CHALLENGES.

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