

Flexible and Efficient Scientific Engagement, when and where you need it



In an environment of increasing launch competition and budgetary constraint, where HCPs are harder to access, Medical Science Liaisons (MSLs) can play a central role between, HCPs, patients, payers and regulators.

MSL activity is a critical resource within brand lifecycle management. Efficiently scaling MSL resource to campaigns can be challenging, with MSLs increasingly being asked about economic value and impact, patient engagement, medical affairs support and clinical trial inclusion.

IQVIA's MSL service is a flexible resource, scalable to work collaboratively, compliantly and effectively with your Medical and Commercial teams.



Solution

IQVIA's MSL Service provides organisations with:

- Experts in medical scientific engagement with access to support from IQVIA's R&D Prime Sites and teams across Real World Evidence, HEOR, Market Access, Healthcare Provision & Patient Engagement.
- Access to IQVIA's Expert Ecosystem which uses a scientific database of publications, meetings, trials, professional organisations, and social media to provide key insights and stakeholder mapping. This system facilitates rapid access, strategic optimisation and impactful, cost-effective HCP engagement.
- Flexible and professional resource, available where and when you need it. Outcome focused and IQVIA managed, with the ability to transfer the relationship and management in-house, if required.

Bespoke, optimised clinical scientific engagements with key opinion leaders that drive valuable clinical outcomes, ensuring that patients are treated optimally and appropriately.



MEET NICK, AN IQVIA MEDICAL SCIENCE LIAISON

- An experienced professional, highly skilled in medical scientific engagement with a thorough understanding of the healthcare market.
- Trained to navigate complex treatment decision-making pathways.
- Expertise in both clinical literature and emerging healthcare data assets.
- Clearly articulates clinical and economic value.
- Employs face-to-face engagement and digital channels.
- Strong advocate for patients.
- Excels at connecting internal and external networks.
- Uses deep understanding of his IQVIA connected network of HCP stakeholders.

The IQVIA MSL Service



Flexible Resource

Flexible deployment from phase 2/3 through launch to suit your lifecycle management.



Experienced MSL Team

Experts in medical scientific engagement with unrivaled resource to support effective campaigns.



Connected Intelligence™

Utilising IQVIA's advanced expert ecosystems to drive rapid, targeted engagement.



Managed Outcomes

Monitored, modifiable and measured KPIs to ensure impact with the most influential key opinion leaders.

Get in touch today for more details on the IQVIA Medical Science Liaison Service.



CONTACT US

IQVIAMAPA@iqvia.com

X: @IQVIA_UK | LinkedIn: IQVIA UK & Ireland

[iqvia.com](https://www.iqvia.com)