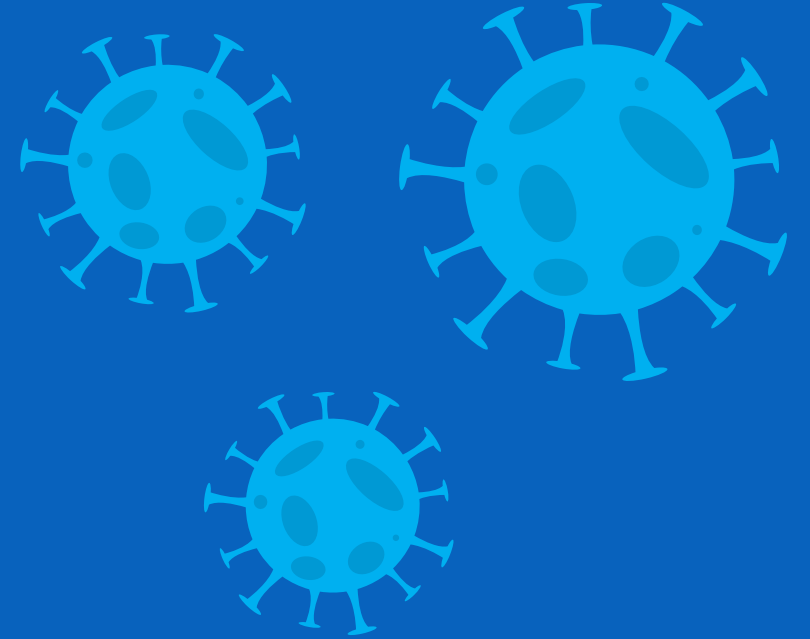
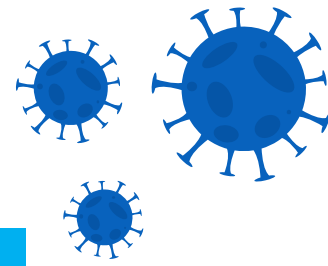




COVID-19, Scientific Exchange with KOLs and the Future Impact of MSLS





SURVEY METHODOLOGY

This 2020 Survey included responses from **505 individuals** from **41 countries**.

An online survey was open from July 24 - July 31, 2020. 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 positions were included in the data presented in this report:

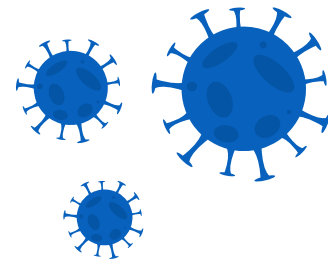
- MSL, Sr. MSL, Medical Advisor (or equivalent title)
- Manager / Director of MSLs (or equivalent title)

As a result, these combined roles resulted in a total of **303 individuals** from **33 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” as well as other LinkedIn groups
- The MSL Society newsletter
- Personal direct LinkedIn contacts

The data was analyzed in partnership between the **MSL Society** and **H1**.



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.

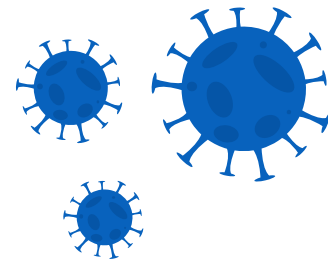
Our Vision

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.

COVID-19, Scientific Exchange with KOLs and the Future Impact of MSLs



About H1

At H1, we are on a mission to create a healthier future by connecting all parties within the healthcare ecosystem.

Our global partnerships engage HCPs, Pharmaceutical, BioTech, Medical Device Companies, Health Systems and Research Institutions by providing the right data when it counts.

Millions of global HCP profiles

Designed for medical affairs users

HCP Profiles

Donald Y M Leung
PhD, MD

Professor
National Jewish Health
Denver, Colorado, United States
+ 1 more association
NPI: 1215012950
Specialty
Allergy & Immunology, Pediatrics - Pediatric Allergy/Immunology

[View Contact Details](#)

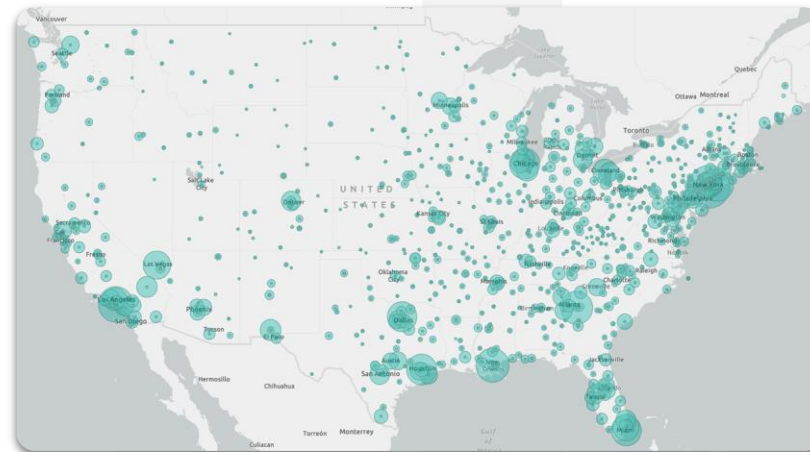
OVERVIEW PUBLICATIONS COLLABORATORS SCHOLARLY INFLUENCE CLINICAL TRIALS CONGRESSES PAYMENTS EXPERIENCE CLAIMS

Search within this person's associated assets Search Date range: All time

PUBLICATIONS	CLINICAL TRIALS	OPEN PAYMENTS
Total 969	Total 24	Total 706.6k
Citations 48.6k	Completed 19	Avg. per year 141.3k
h-index 196	Terminated 19	
Social Media Mentions 378	In-progress 5	

CONGRESSES	CLAIMS
Total 21	Diagnoses 5
	Procedures 5

Patient and Network Mapping



Institution Data

Duke Cancer Institute

PARENT INSTITUTION: Duke University | WEBSITE: www.dukecancerinstitute.org | ORGANIZATION TYPE(S): HOSPITAL, CANCER CENTER

PUBLICATIONS	CITATIONS	PAYMENTS RECEIVED	REFERRALS SENT	TOTAL HCP
2,304	50,231	\$72.2B	50,231	50,231

HCP SPECIALTY DISTRIBUTION	PATIENT VOLUME	DIAGNOSES	PROCEDURES
Cardiology: 20% (52,392) Surgical Oncology: 17% (46,234) Anesthesiology: 13% (42,992) Chiropractor: 13% (39,382) Cardiology: 10% (37,392) Surgical Oncology: 9% (33,481) Chiropractor: 8% (31,492) Others: 30% (78,912)	36.5M	193,192	57,284

OPEN PAYMENTS RECEIVED	PAYER CHANNEL MIX
\$72.2B	PLAN TYPE DISTRIBUTION COMMERCIAL-PAYER DISTRIBUTION

REFERRALS SENT	ABBVIE ENGAGEMENTS
50,231	160

REFERRALS RECEIVED	REFERRALS RECEIVED DISTRIBUTION
30,643	INDIVIDUAL CONSULTING 2

ENGAGEMENT TYPE	TOTAL
ADVISORY BOARDS	32
INDIVIDUAL CONSULTING	32
GROUP CONSULTING	32
ADVISORY BOARDS 2	32
INDIVIDUAL CONSULTING 2	32

Contact H1 at 646-363-6450
or at H1insight.com



What is your current role?



Global Data
33 Countries



73

Manager / Director of MSLS (or equivalent title)



230

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



What is your current role?



USA Data



49

Manager / Director of MSLS (or equivalent title)

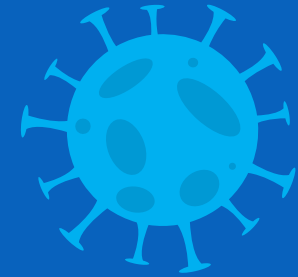
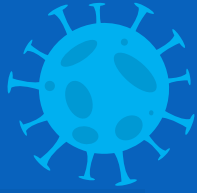
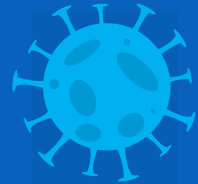
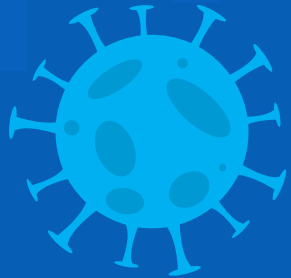


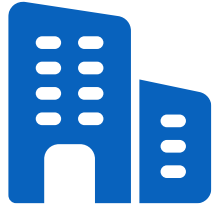
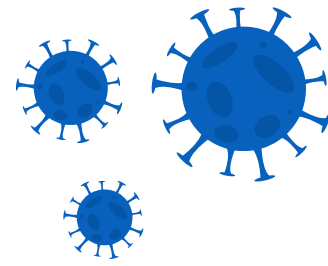
151

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



Demographic Data

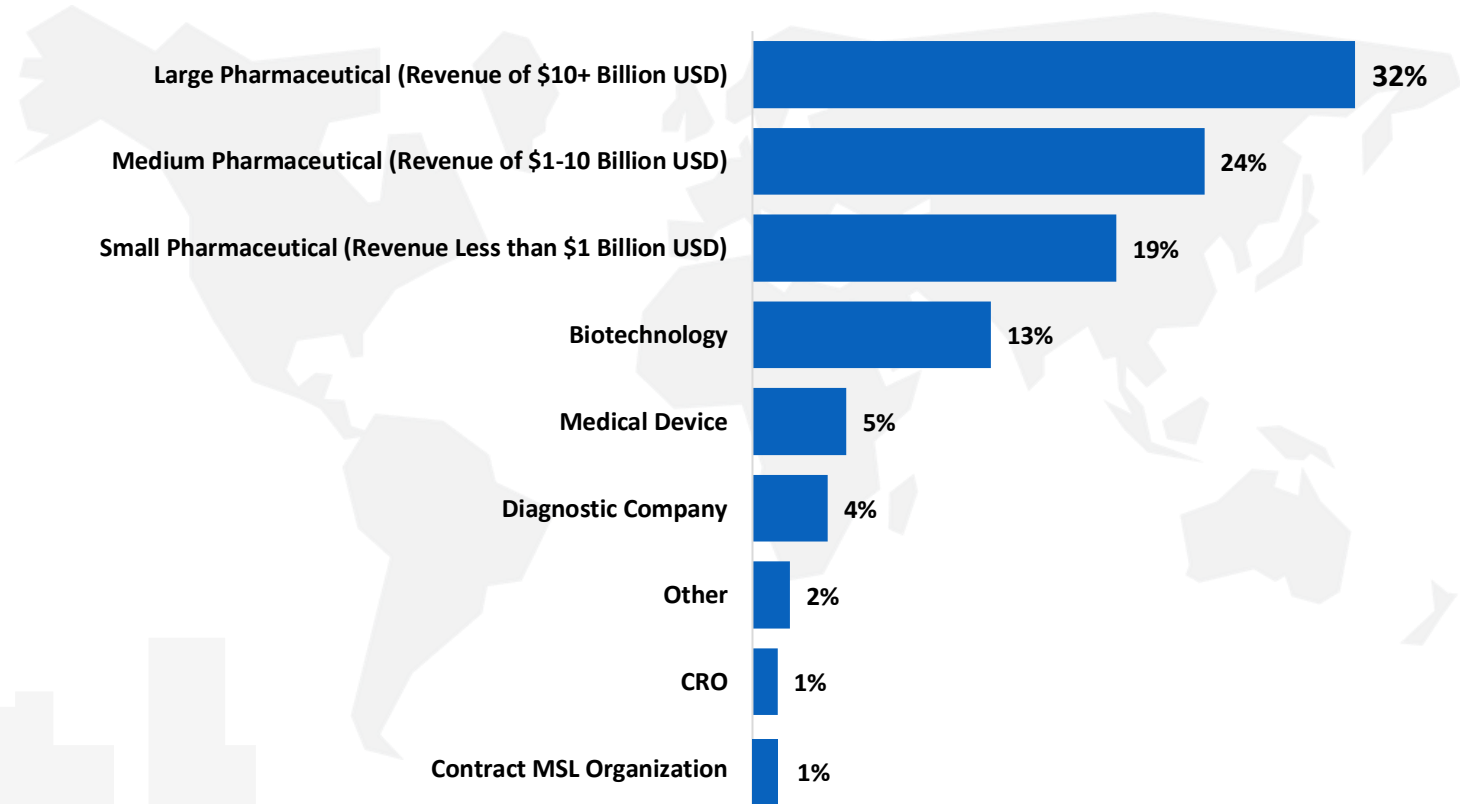


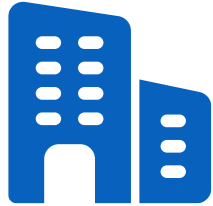
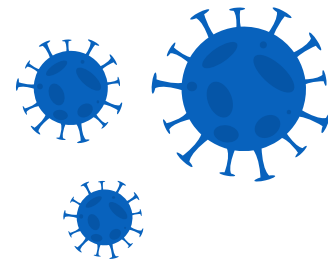


How would you classify your company?



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

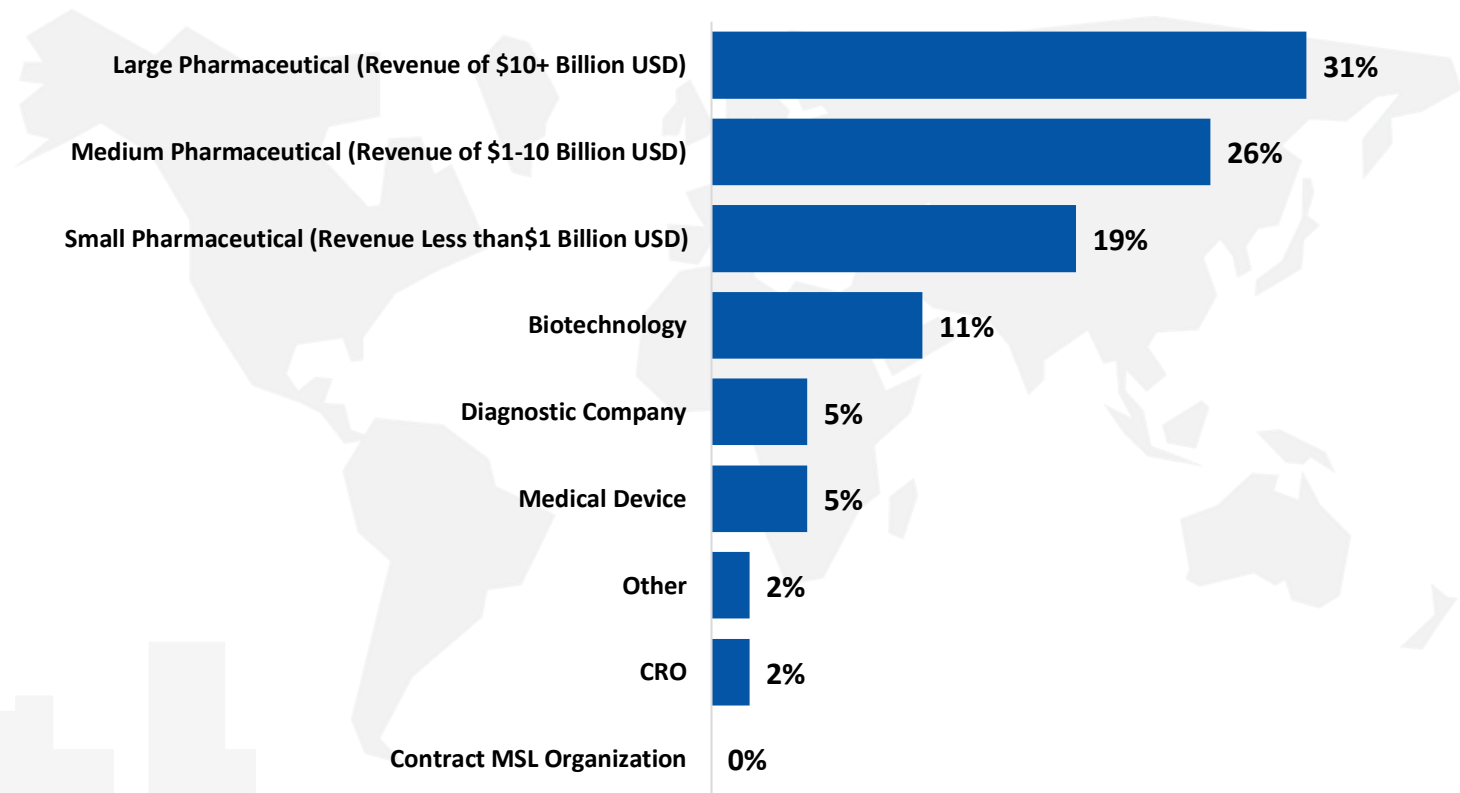


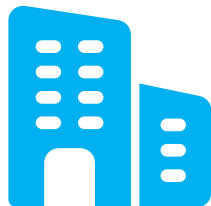
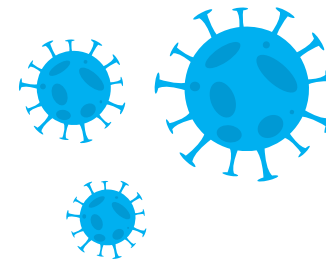


How would you classify your company?



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

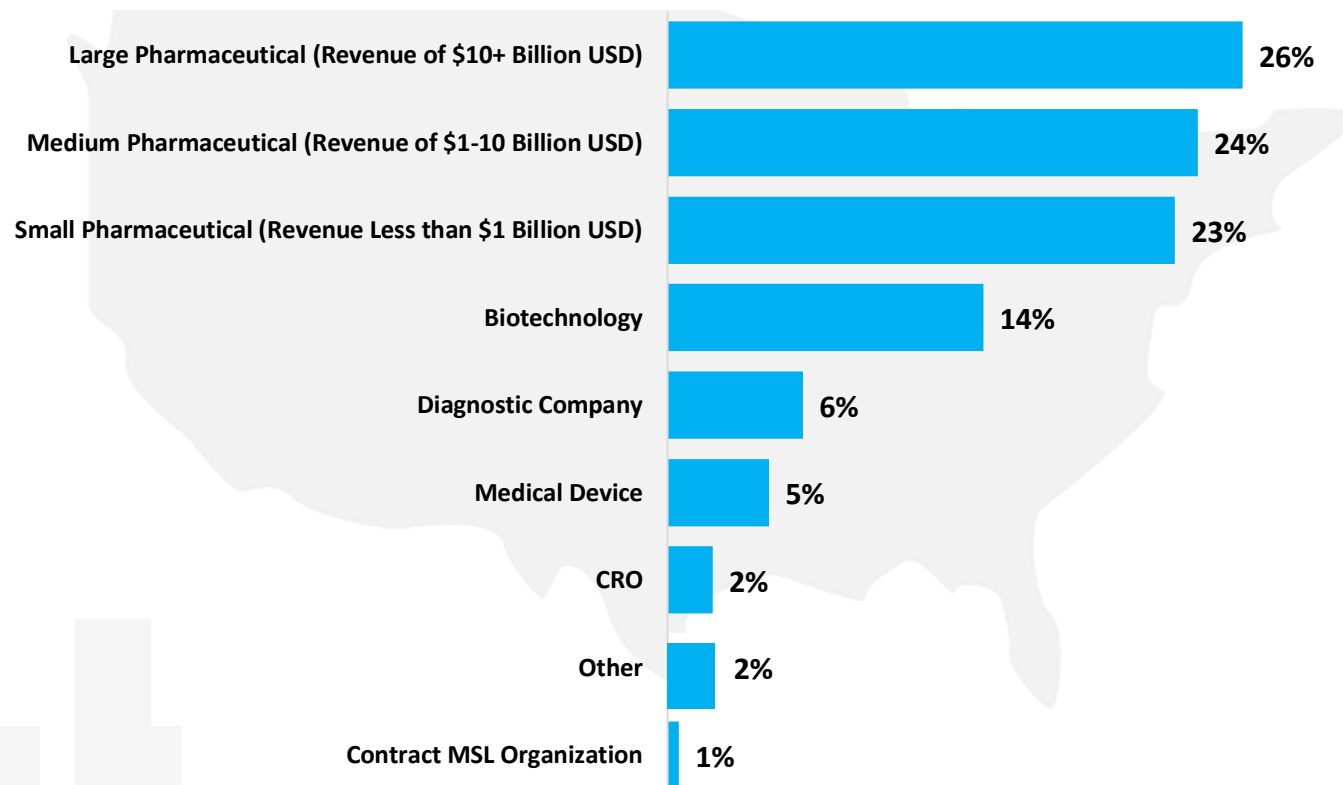


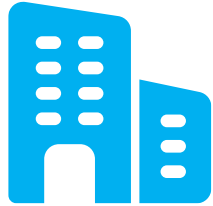
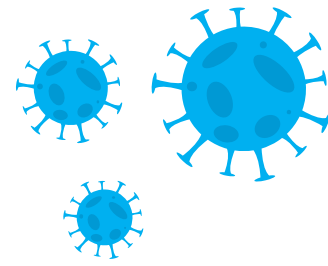


How would you classify your company?



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

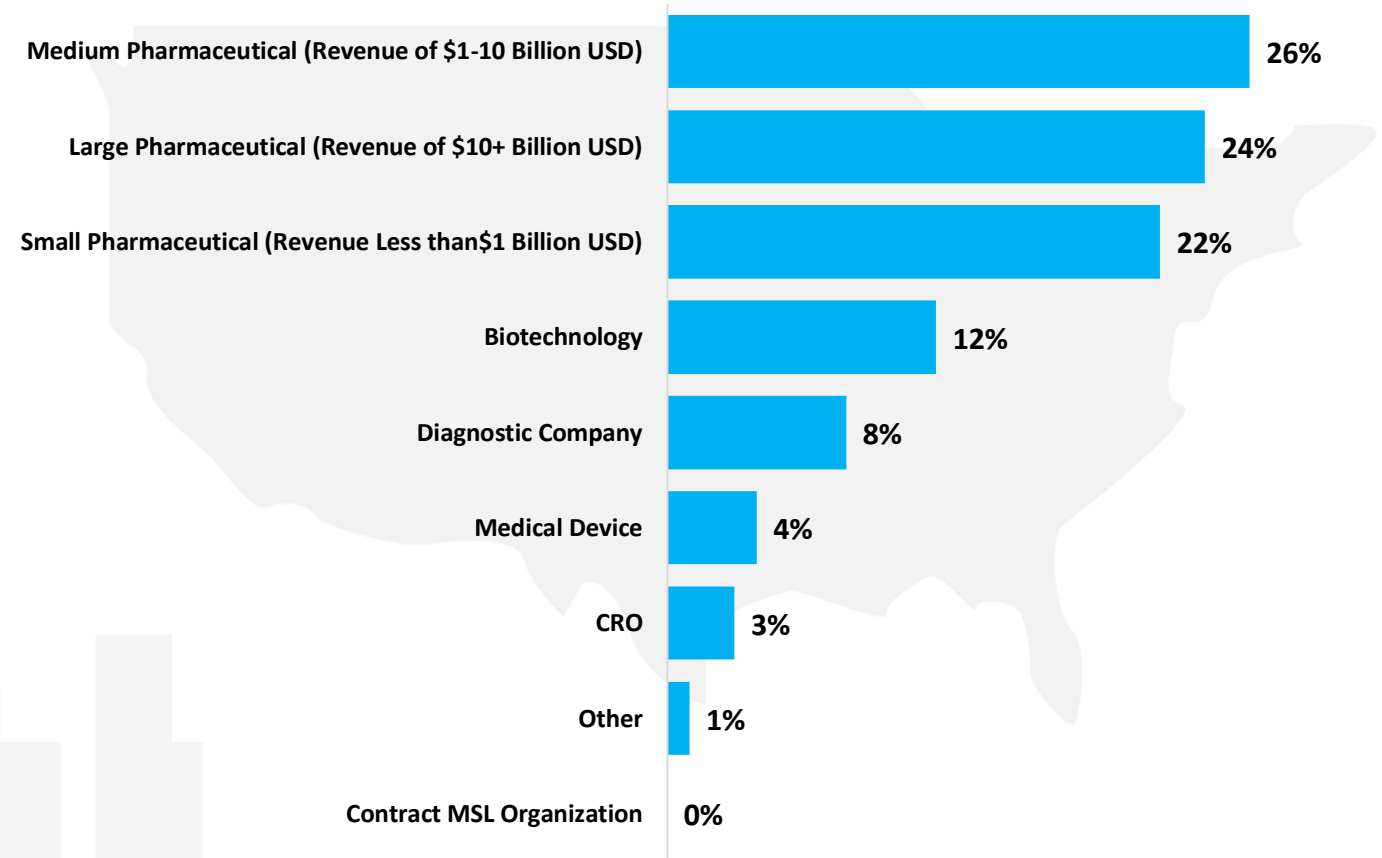


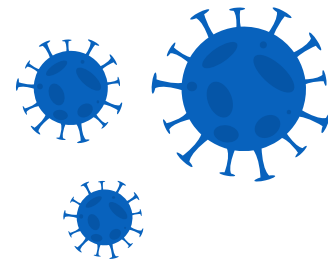


How would you classify your company?



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

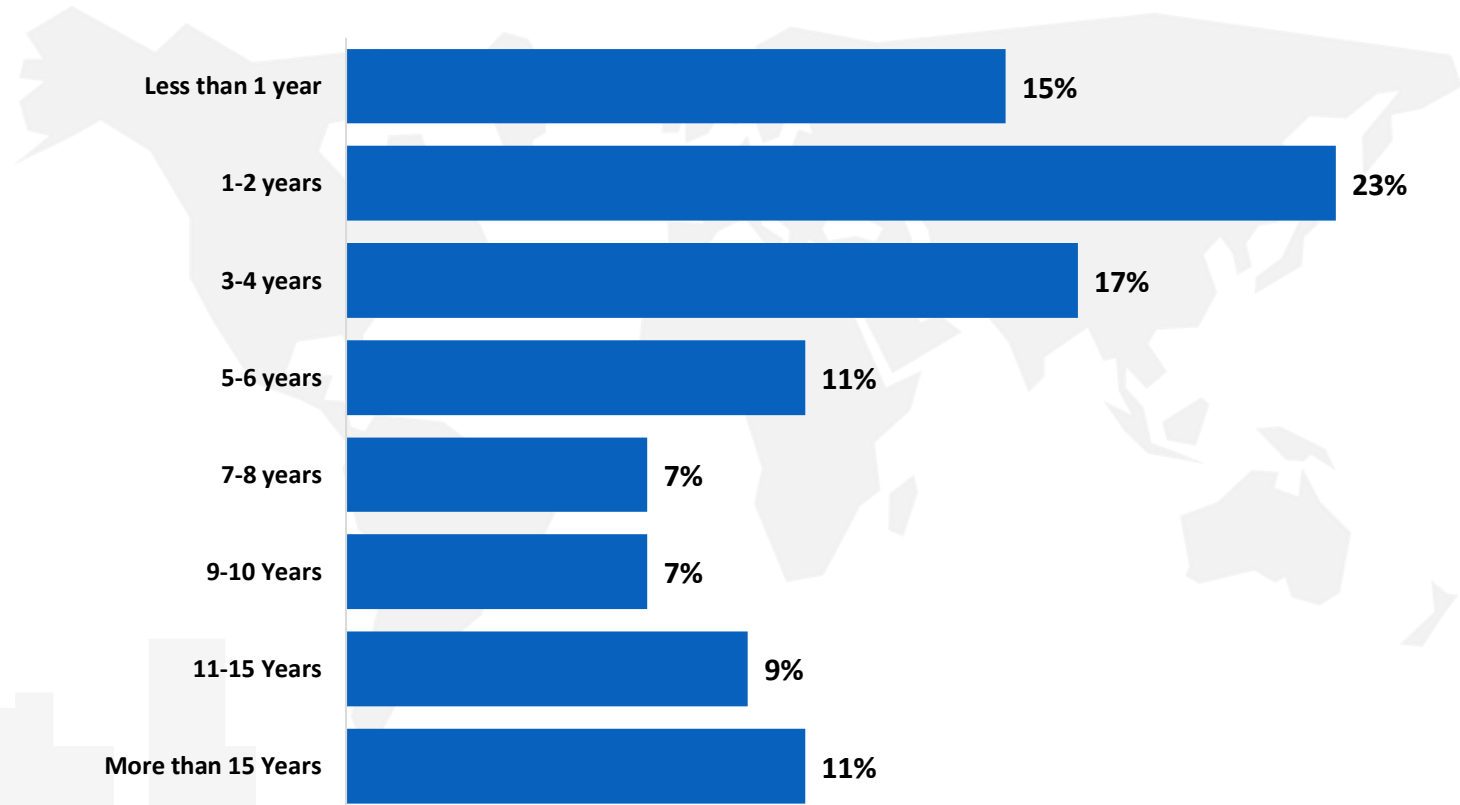


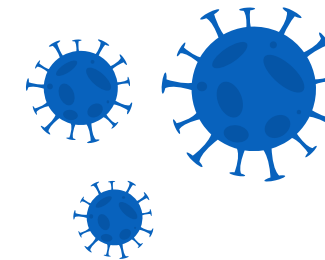


How many years of MSL/MSL management experience do you have?



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

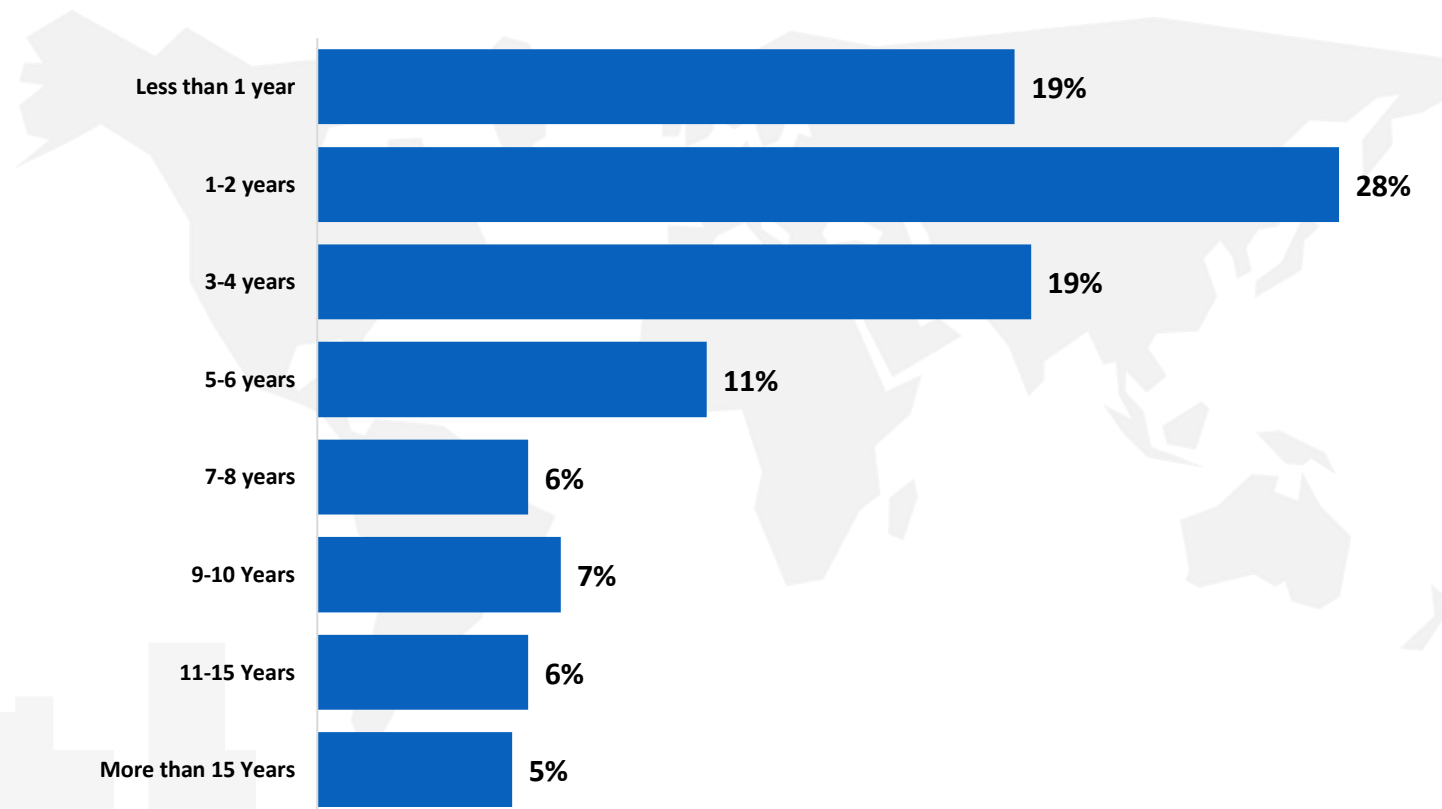


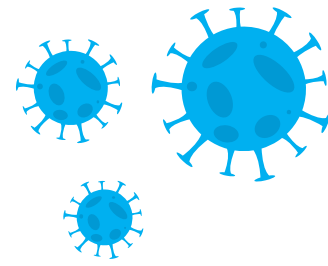


How many years of MSL/MSL management experience do you have?



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

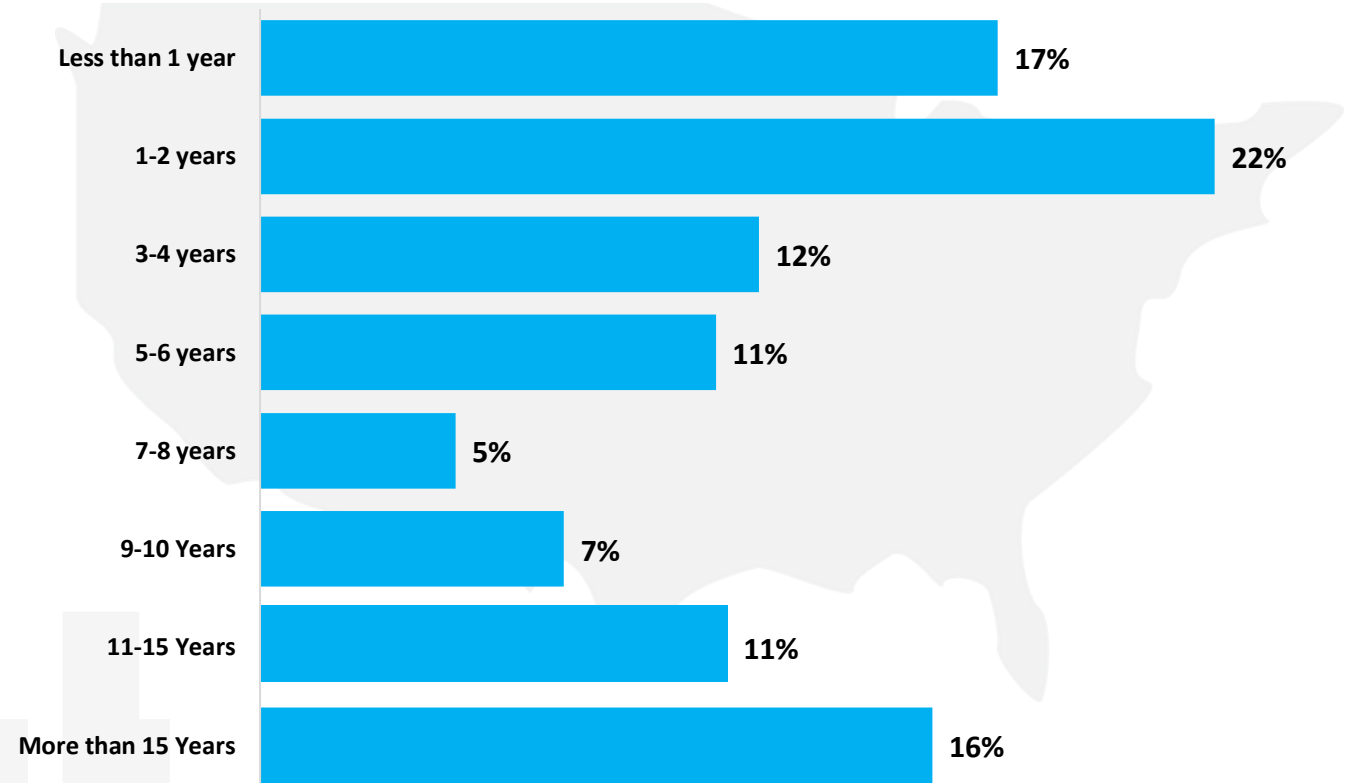


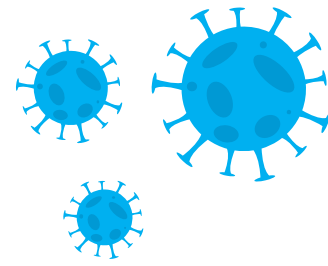


How many years of MSL/MSL management experience do you have?



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

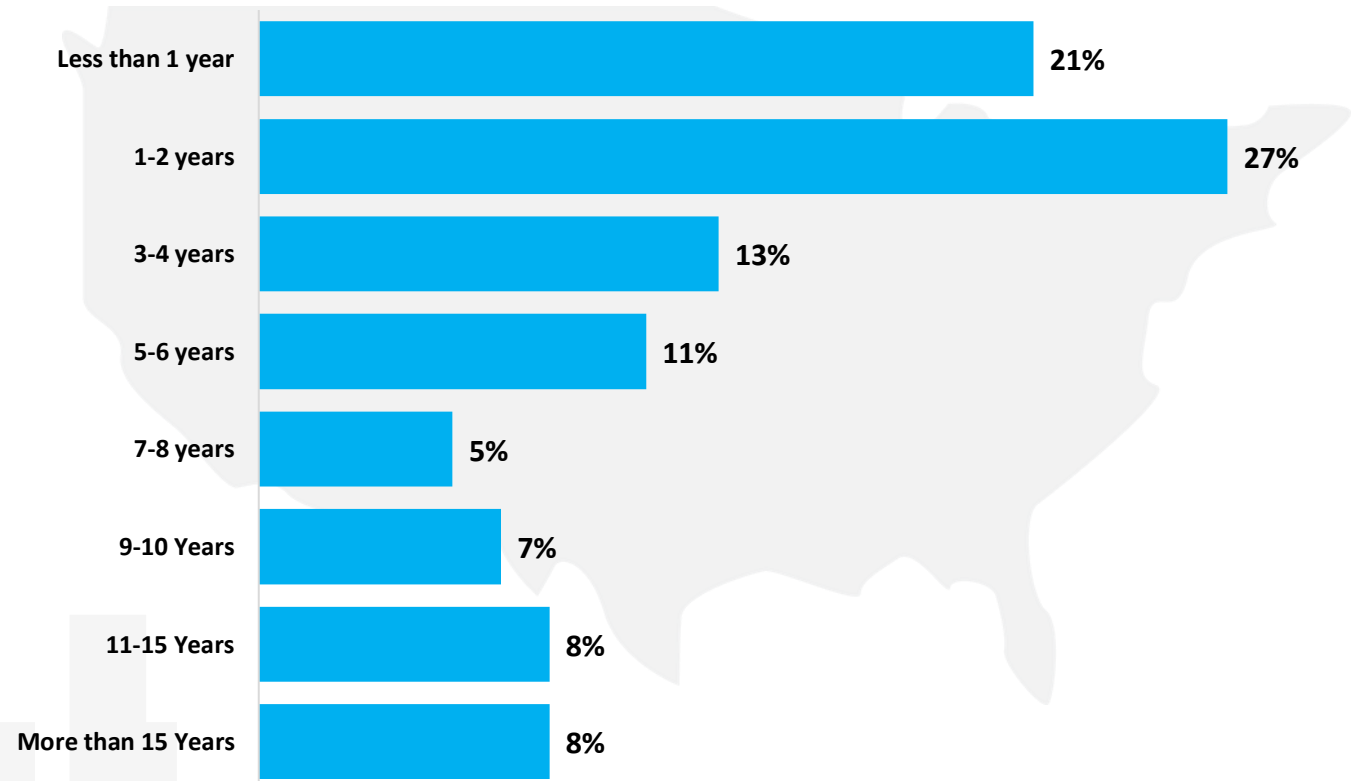




How many years of MSL/MSL management experience do you have?

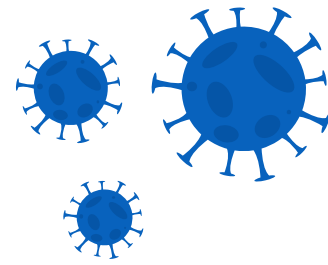


149 MSL, Sr. MSL, Medical Advisor (or equivalent title)
USA Data





Survey Results



Has the purpose of MSL/KOL scientific exchange changed as a result of the COVID-19 pandemic?

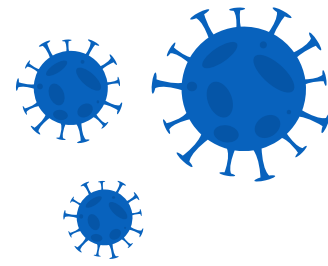


297 Manager / Director of MSLs (or equivalent title) and MSL, Sr. MSL, Medical Advisor (or equivalent title)



Global Data





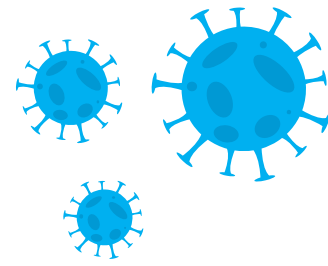
Has the purpose of MSL/KOL scientific exchange changed as a result of the COVID-19 pandemic?



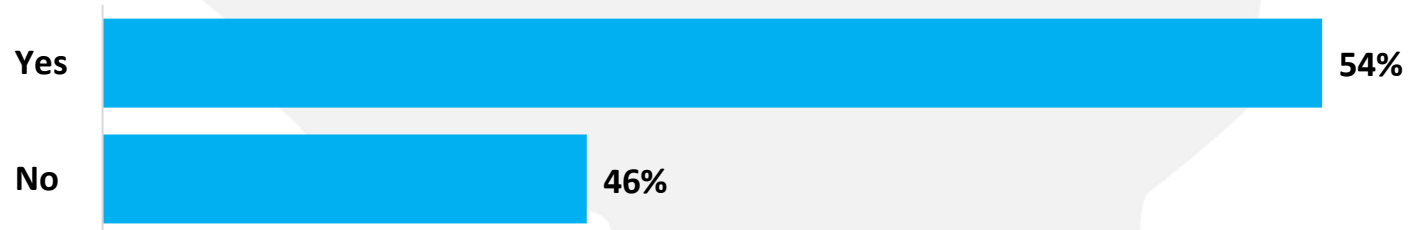
227 MSL, Sr. MSL, Medical Advisor (or equivalent title)

Global Data





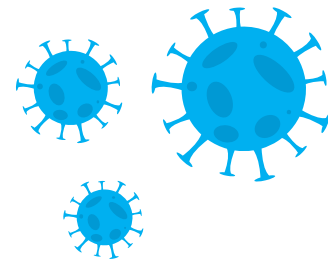
Has the purpose of MSL/KOL scientific exchange changed as a result of the COVID-19 pandemic?



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



USA Data

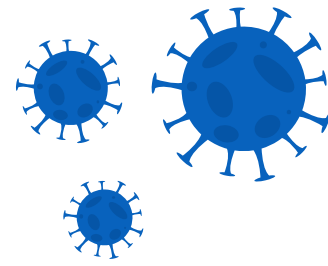


Has the purpose of MSL/KOL scientific exchange changed as a result of the COVID-19 pandemic?



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





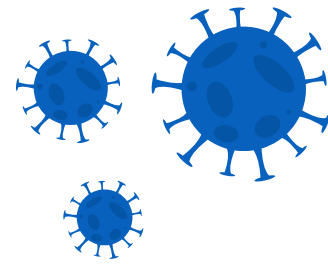
As a result of the COVID-19 pandemic, should additional functions be identified for MSLs to perform?



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

Global Data





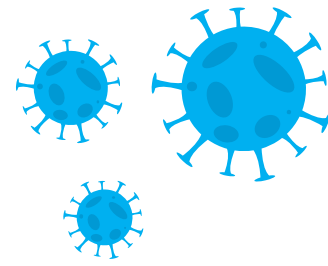
As a result of the COVID-19 pandemic, should additional functions be identified for MSLS to perform?



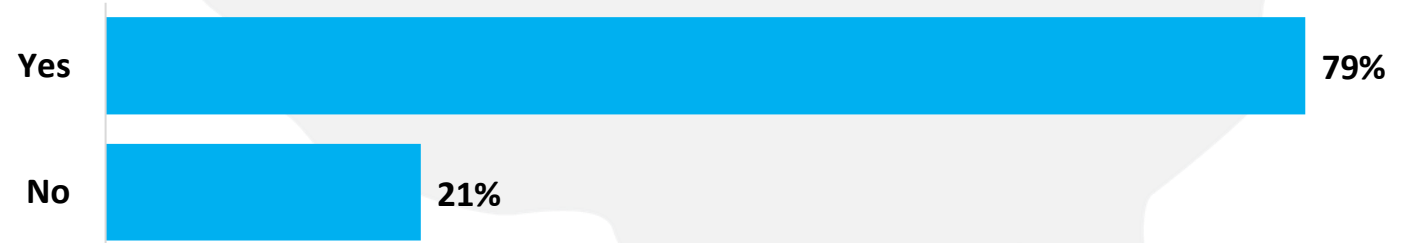
224 MSLS, Sr. MSLS, Medical Advisor (or equivalent title)




Global Data

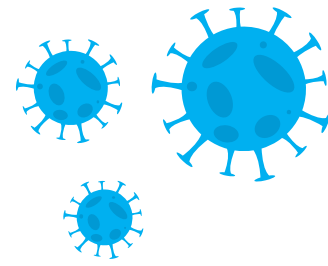




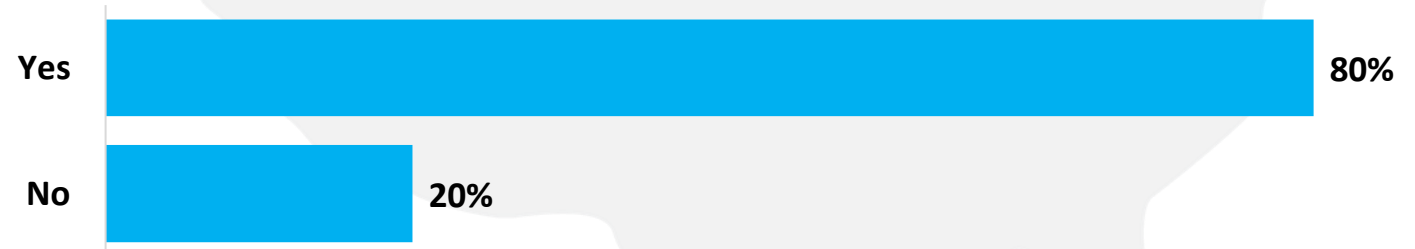
As a result of the COVID-19 pandemic, should additional functions be identified for MSLs to perform?





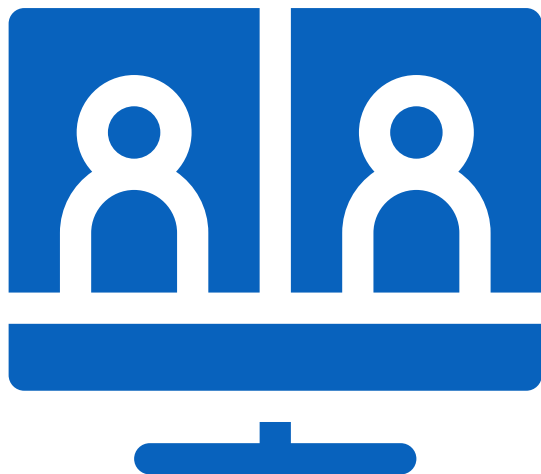
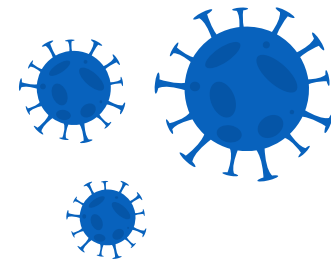
 197 Manager / Director of MSLs (or equivalent title) and MSL, Sr. MSL, Medical Advisor (or equivalent title)
 USA Data 



As a result of the COVID-19 pandemic, should additional functions be identified for MSLs to perform?






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

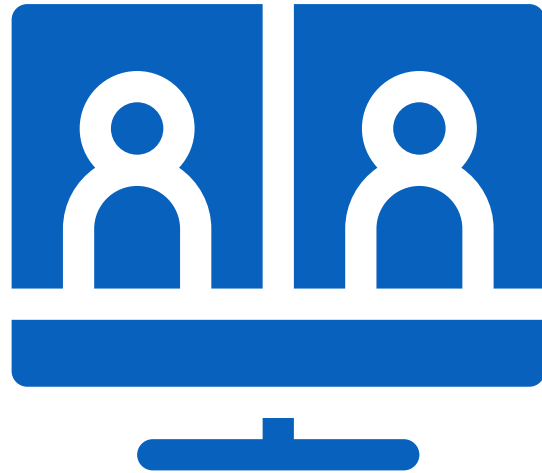
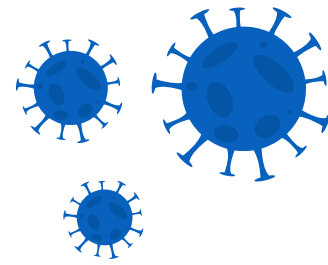


Have you attended a VIRTUAL medical conference/meeting recently as a result of the COVID-19 pandemic?

I am an MSL/MSL leader, but have not attended a virtual medical conference/meeting recently as a result of the COVID-19 pandemic

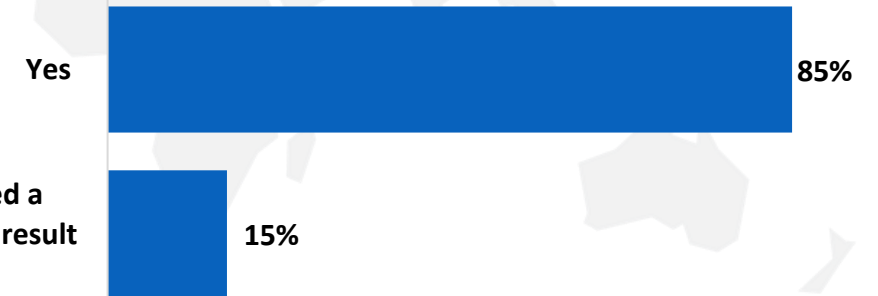


 301 Manager / Director of MSLs (or equivalent title) and MSL, Sr. MSL, Medical Advisor (or equivalent title)
 **Global Data** 



Have you attended a VIRTUAL medical conference/meeting recently as a result of the COVID-19 pandemic?

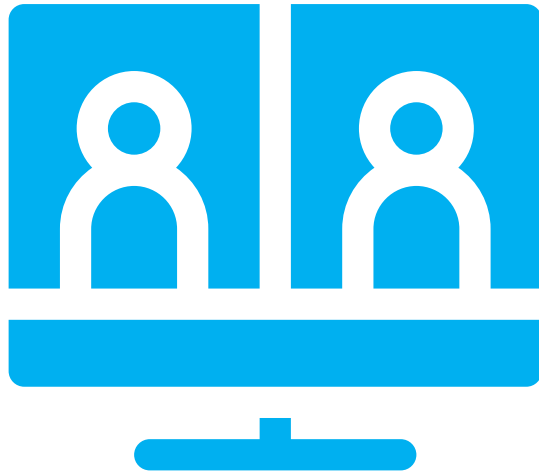
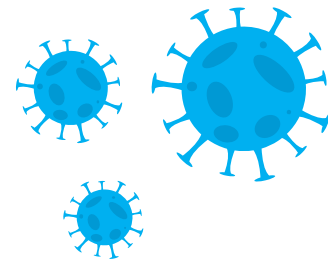
I am an MSL/MSL leader, but have not attended a virtual medical conference/meeting recently as a result of the COVID-19 pandemic



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

Global Data





Have you attended a VIRTUAL medical conference/meeting recently as a result of the COVID-19 pandemic?

I am an MSL/MSL leader, but have not attended a virtual medical conference/meeting recently as a result of the COVID-19 pandemic

Yes

83%

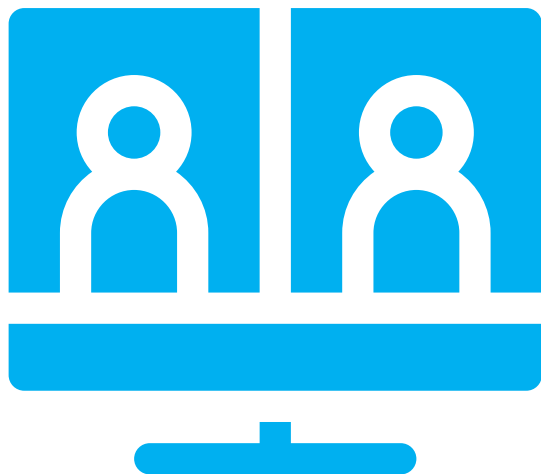
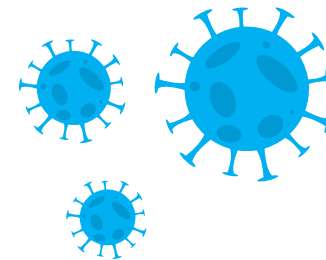
17%



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



USA Data



Have you attended a VIRTUAL medical conference/meeting recently as a result of the COVID-19 pandemic?

I am an MSL/MSL leader, but have not attended a virtual medical conference/meeting recently as a result of the COVID-19 pandemic

Yes

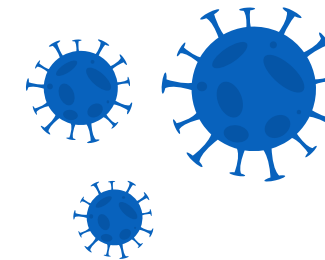
83%

17%

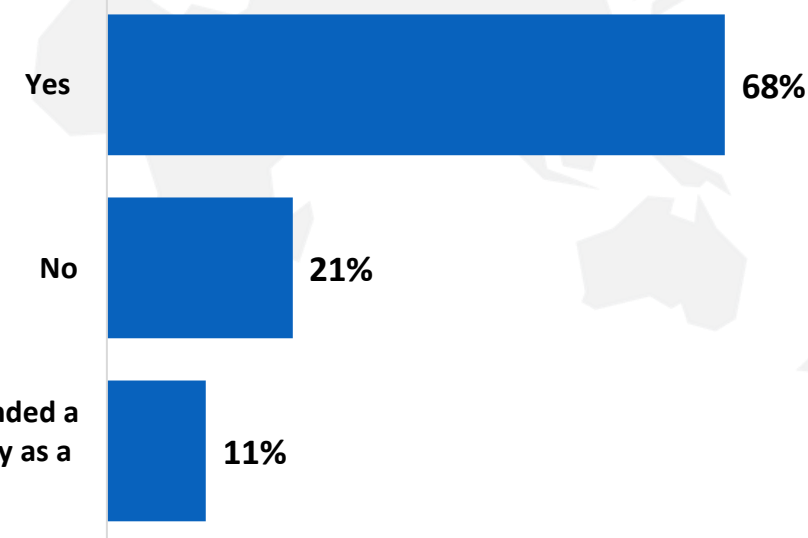


150 MSL, Sr. MSL, Medical Advisor (or equivalent title)
USA Data





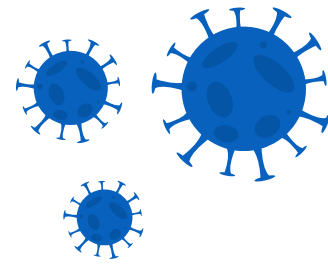
If you have attended a VIRTUAL medical conference/meeting recently as a result of the COVID-19 pandemic, did it contribute to your ability to add value to the KOLs you engage with?



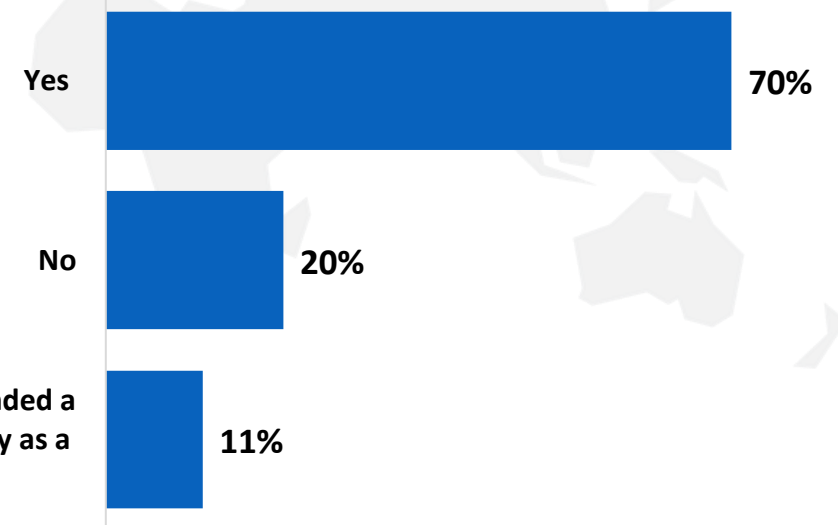
292 Manager / Director of MSLs (or equivalent title) and MSL, Sr. MSL, Medical Advisor (or equivalent title)

Global Data





If you have attended a VIRTUAL medical conference/meeting recently as a result of the COVID-19 pandemic, did it contribute to your ability to add value to the KOLs you engage with?

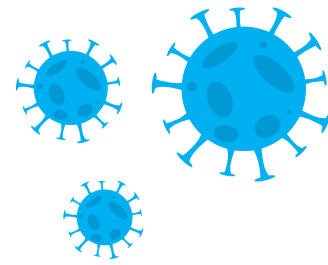


223 MSL, Sr. MSL, Medical Advisor (or equivalent title)

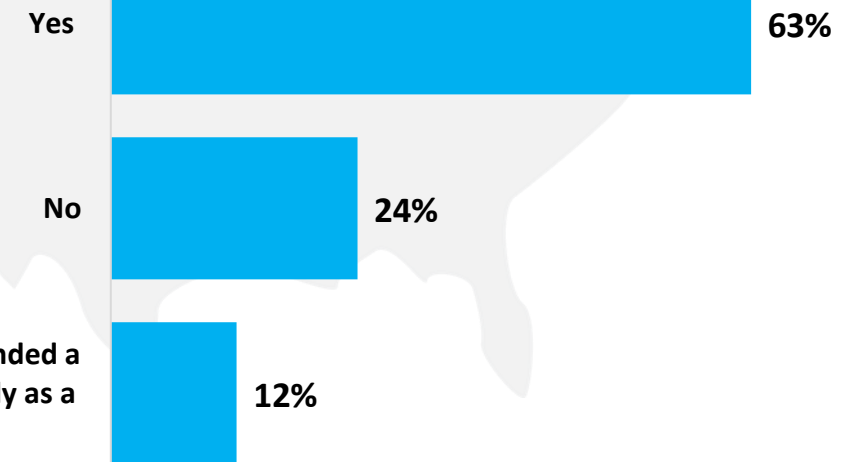
Global Data



I am an MSL/MSL leader, but have not attended a virtual medical conference/meeting recently as a result of the COVID-19 pandemic



If you have attended a VIRTUAL medical conference/meeting recently as a result of the COVID-19 pandemic, did it contribute to your ability to add value to the KOLs you engage with?

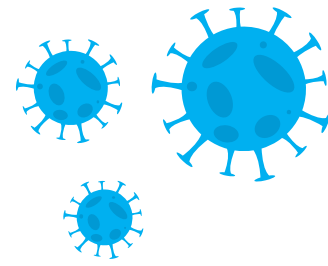


193 Manager / Director of MSLS (or equivalent title) and MSL, Sr. MSL, Medical Advisor (or equivalent title)

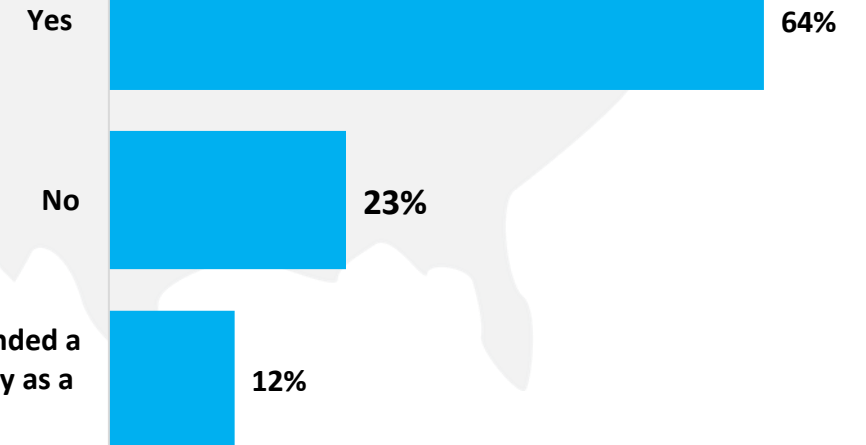
USA Data



I am an MSL/MSL leader, but have not attended a virtual medical conference/meeting recently as a result of the COVID-19 pandemic



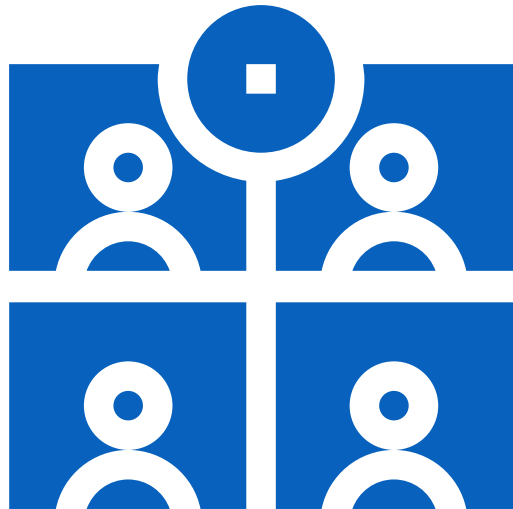
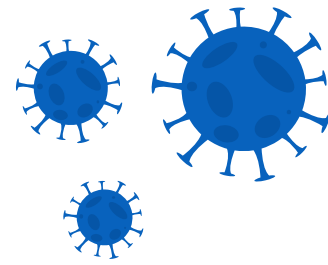
If you have attended a VIRTUAL medical conference/meeting recently as a result of the COVID-19 pandemic, did it contribute to your ability to add value to the KOLs you engage with?



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

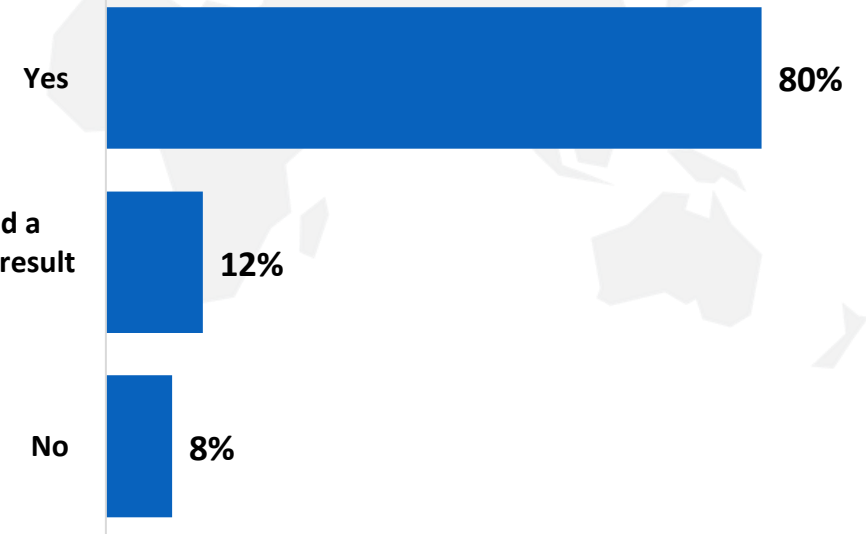


I am an MSL/MSL leader, but have not attended a virtual medical conference/meeting recently as a result of the COVID-19 pandemic



If you have attended a VIRTUAL medical conference/meeting recently as a result of the COVID-19 pandemic, did it contribute to your ability to add value to your company?

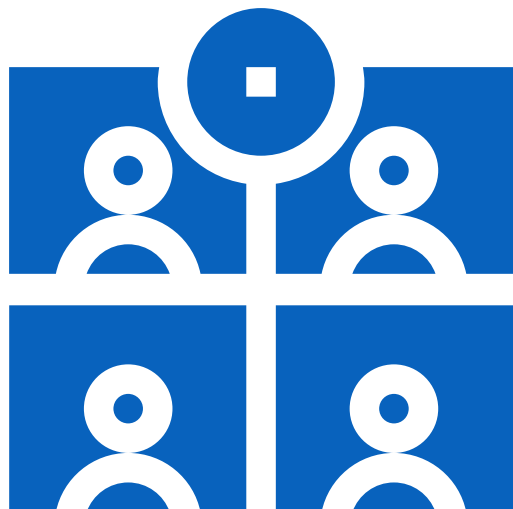
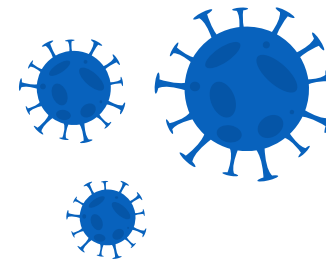
I am an MSL/MSL leader, but have not attended a virtual medical conference/meeting recently as a result of the COVID-19 pandemic



295 Manager / Director of MSLS (or equivalent title) and MSL, Sr. MSL, Medical Advisor (or equivalent title)

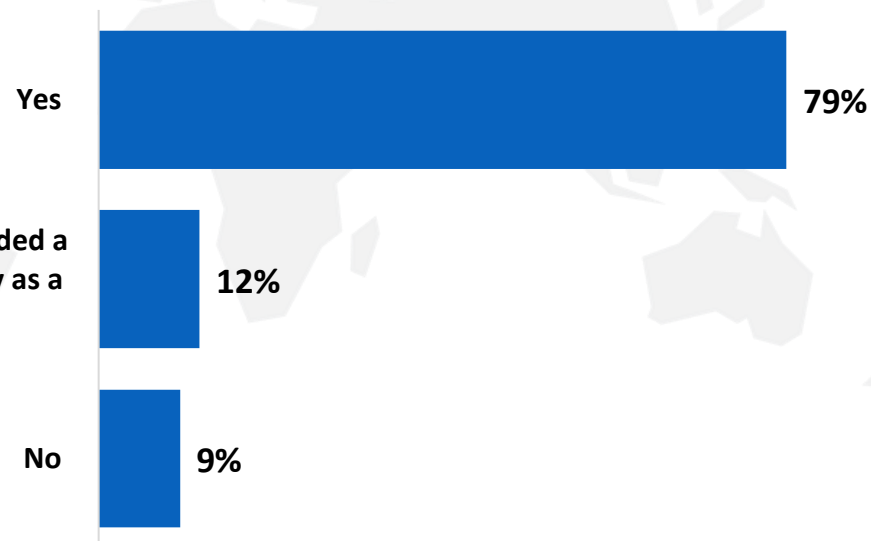
Global Data





If you have attended a VIRTUAL medical conference/meeting recently as a result of the COVID-19 pandemic, did it contribute to your ability to add value to your company?

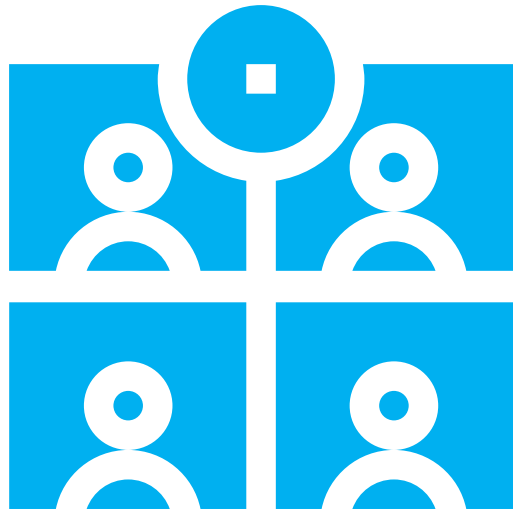
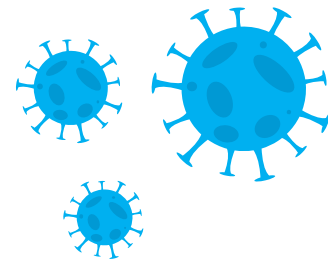
I am an MSL/MSL leader, but have not attended a virtual medical conference/meeting recently as a result of the COVID-19 pandemic



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

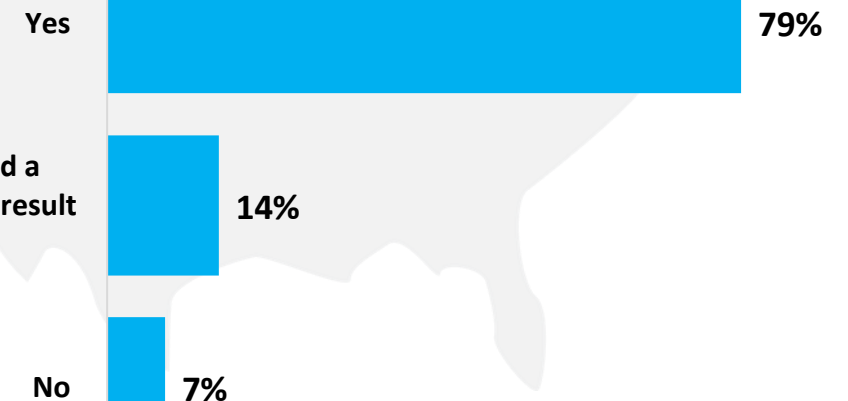
Global Data





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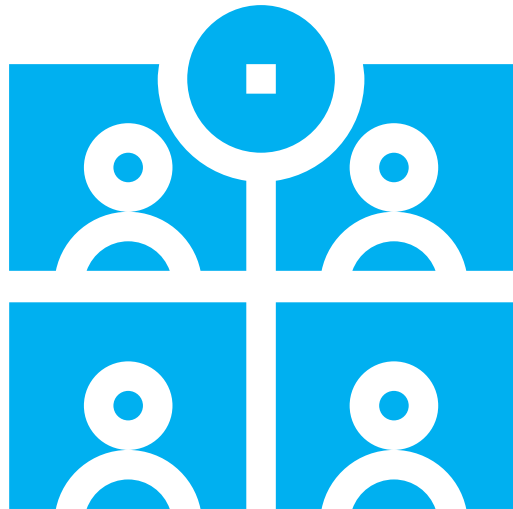
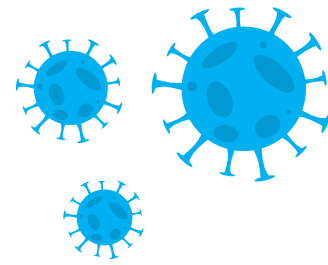
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194 Manager / Director of MSLs (or equivalent title) and MSL, Sr. MSL, Medical Advisor (or equivalent title)

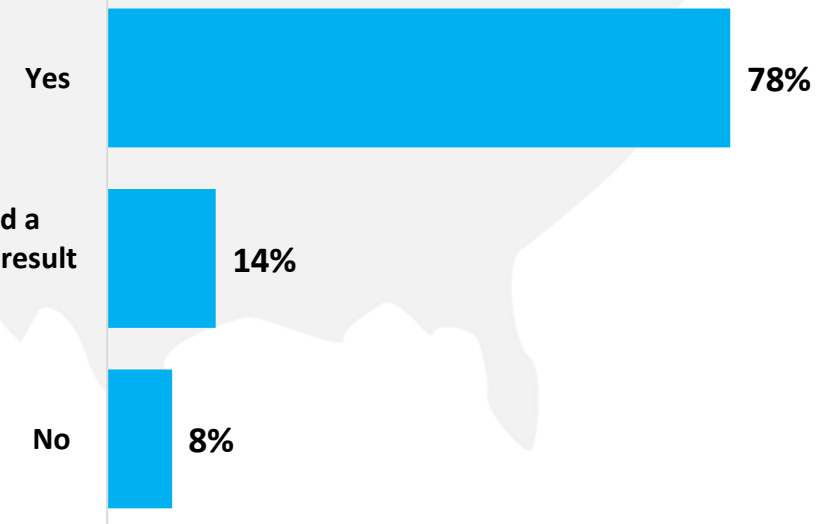
USA Data





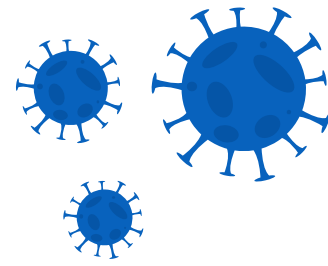
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147 MSL, Sr. MSL, Medical Advisor (or equivalent title)
USA Data

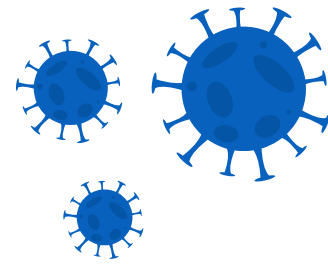




Do you think attending a VIRTUAL medical conference/meeting is an effective use of an MSLs time?





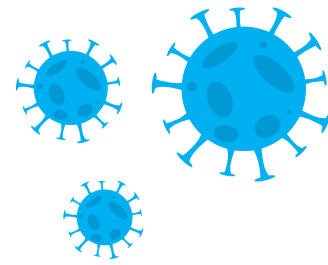
 301 Manager / Director of MSLs (or equivalent title) and MSL, Sr. MSL, Medical Advisor (or equivalent title)
 Global Data 



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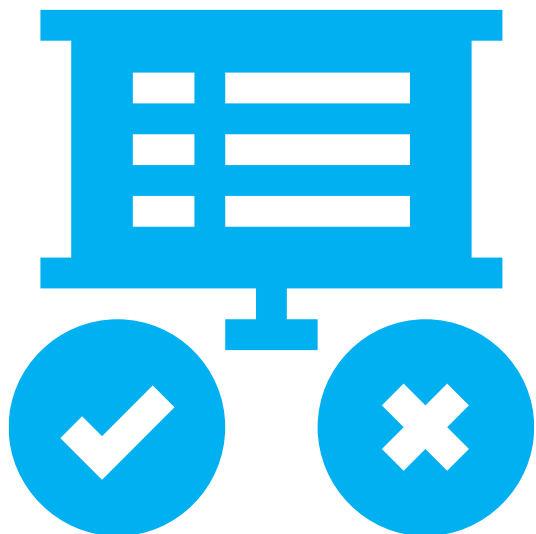
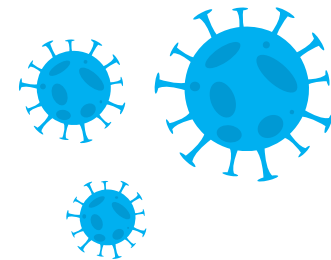
 229 MSL, Sr. MSL, Medical Advisor (or equivalent title)
Global Data 



Do you think attending a VIRTUAL medical conference/meeting is an effective use of an MSLs time?





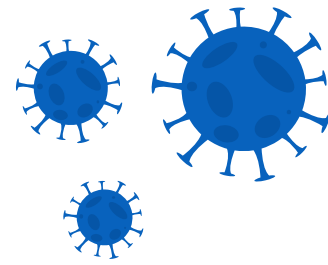
198 Manager / Director of MSLs (or equivalent title) and MSL, Sr. MSL, Medical Advisor (or equivalent title)
USA Data



Do you think attending a VIRTUAL medical conference/meeting is an effective use of an MSLs time?






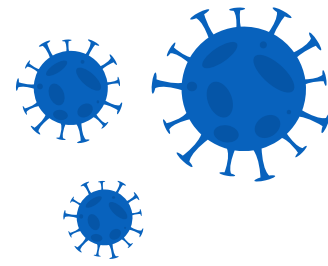
 150 MSL, Sr. MSL, Medical Advisor (or equivalent title)
USA Data 



Should MSLS be required to attend/participate in VIRTUAL medical conferences/meetings?





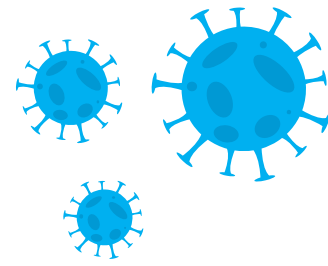
 301 Manager / Director of MSLS (or equivalent title) and MSL, Sr. MSL, Medical Advisor (or equivalent title)
 **Global Data** 



Should MSLS be required to attend/participate in VIRTUAL medical conferences/meetings?






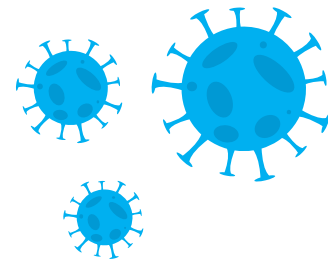
 230 MSLS, Sr. MSLS, Medical Advisor (or equivalent title)
Global Data 



Should MSLs be required to attend/participate in VIRTUAL medical conferences/meetings?





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



Should MSLS be required to attend/participate in VIRTUAL medical conferences/meetings?



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

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