



## Field Medical Excellence Service

# Linking MSL Activities to Strategic Impact for Field Medical Excellence



# Visualizing the link between leading indicators, lagging indicators & field impact

**Note:** Charts populated with fictitious benchmark data for demonstration purposes only



**Medical Impact =**  
(when activities and outcomes seamlessly connect to fulfill Medical strategy)

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# Structure MSL activities to meet strategy objectives

MSL activities may fall under 3 distinct workstreams:

*Workstream A:*

**Strategic objectives** which are data- and analytic-driven\*

- *e.g., 50% of MSL time*
- **Proactive** – pushing provider education to fill strategic launch gaps

→ **75%** of engagements should align with or support workstream A on some level



*Workstream B:*

**KOL relationship building** and support

- *e.g., 40% of MSL time*
- **Reactive** – answer questions, capture Voice of Customer (VoC) insights



*Workstream C:*

**Addressing MIRs** questions

- *e.g., 10% of MSL time*
- **Reactive** – activities prescribed by system receiving inquiries

# Example of MSL insights impacting strategy

**Note:** Additional real-world anecdotes are provided in Best Practices' full benchmark research.

Strategic impact measurements are only applicable to a subset of engagement activities

## Real-World Example:

**Strategic Action:** Insights gathered from MSL engagements and conversations addressed key scientific questions to identify potential pitfalls faced during launch (i.e., education, content, knowledge gaps).

**Outcome:** Successful preparation and rollout of new launch.



# Field Medical Excellence:

Rapid Staffing & Performance Benchmarking Service for Your Therapeutic Area.

**BEST PRACTICES**  
ACCESS. INTELLIGENCE. EXCELLENCE.

**Digital Tech**  
*How is digital transforming medical productivity?*

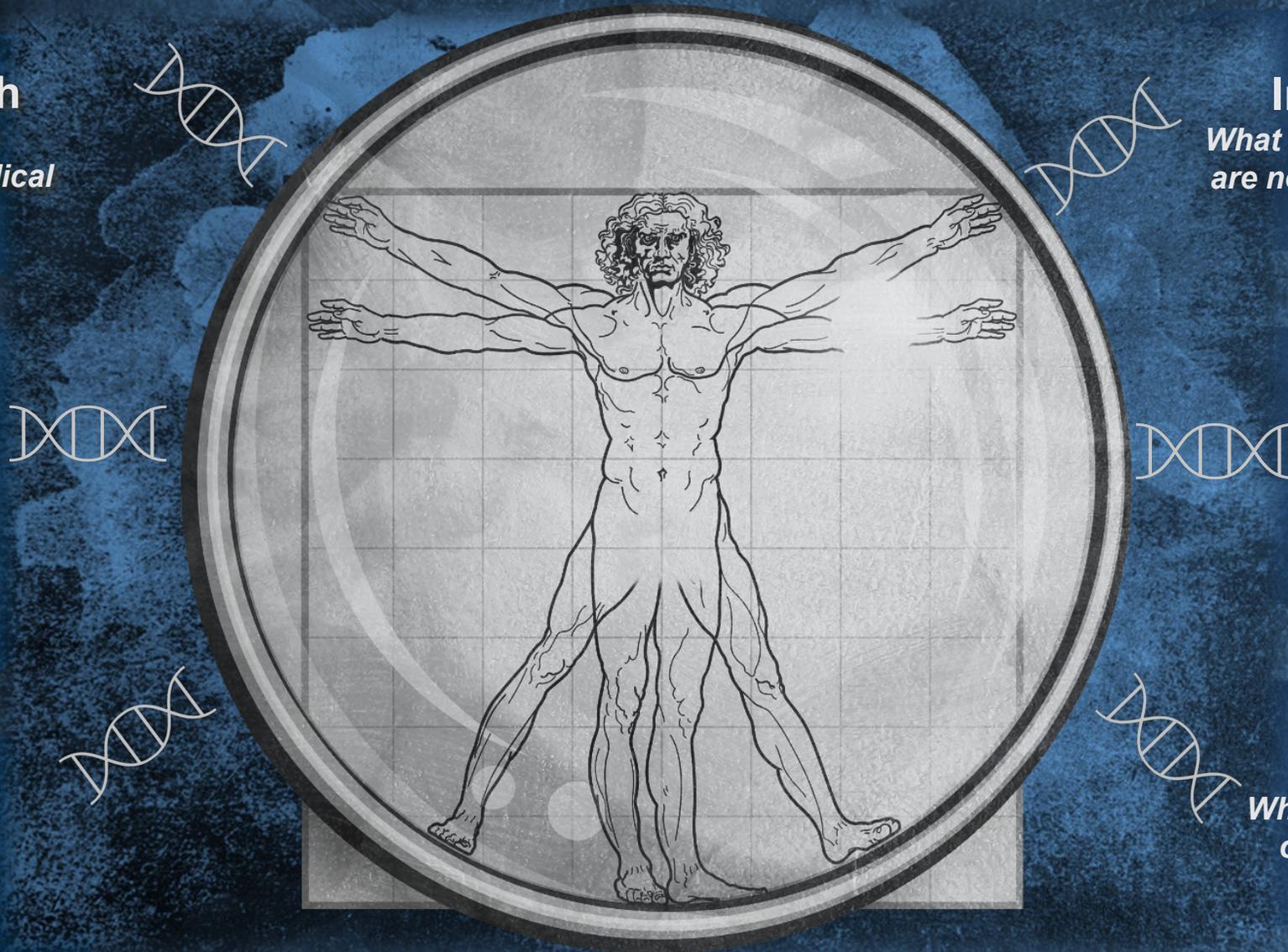
**KPIs & Dashboards**  
*What's best way to measure performance and impact?*

**Performance Productivity**  
*How to raise field impact?*

**Investment**  
*What financial resources are needed to compete?*

**Staffing**  
*How many field FTEs do you need to compete by country and TA?*

**Structure**  
*What structures and span of control work best?*



# Best Practices' Field Medical benchmark service delivers critical metrics for continuous evaluation of field medical team excellence.

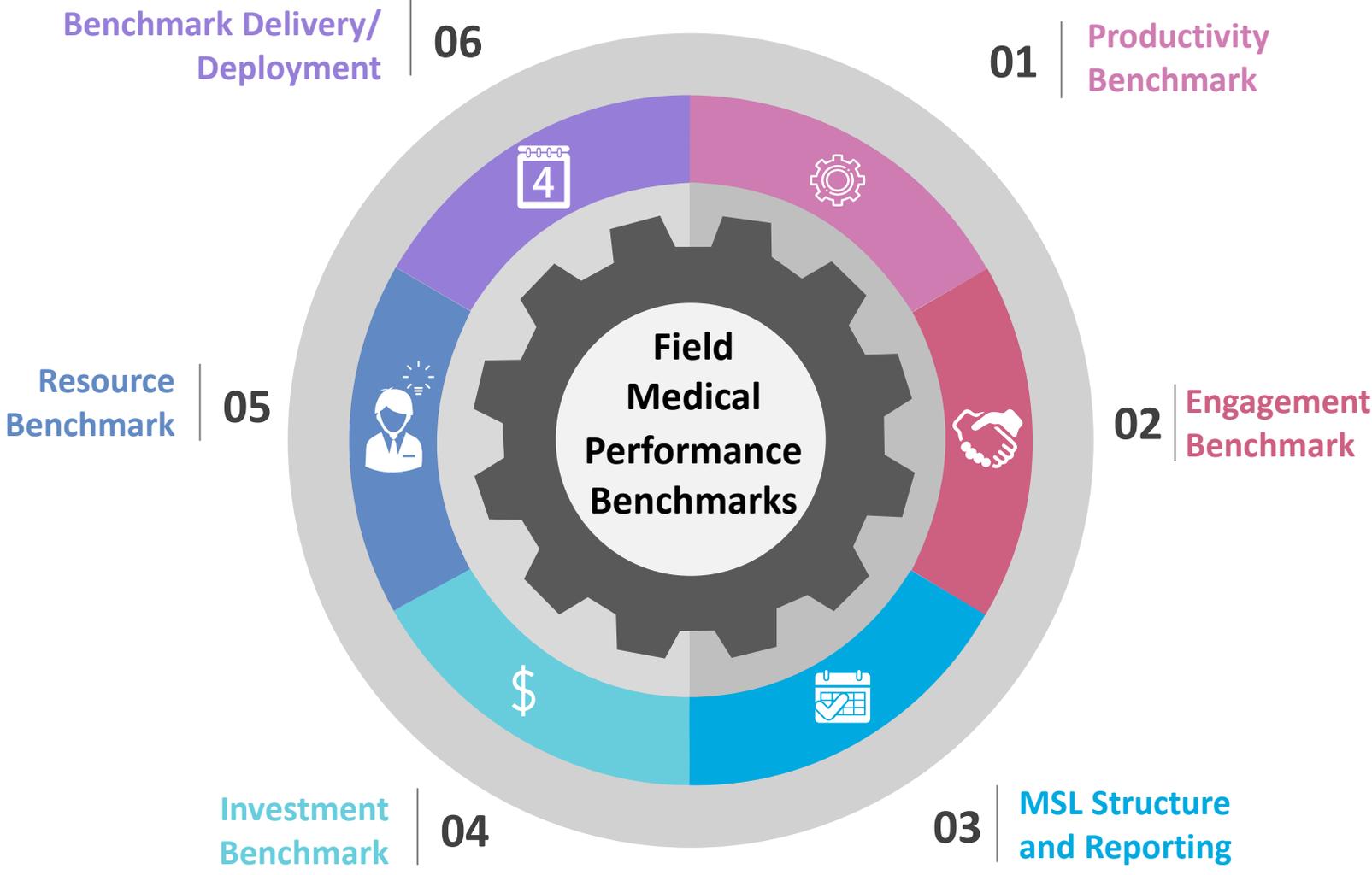
Continuous adjustment and evaluation of field medical teams' strategy is critical for biopharma companies for successfully supporting several portfolios across the markets they operate.

Prudent allocation of resources and reinventing engagement model is imperative to communicate and inform thought leaders across major markets in America, Europe and Asia.

However, ascertaining that the resource levels, strategy benchmarks and metrics resonate different countries and therapeutic areas can be the "Achilles Heel" for field-based medical leaders at bio-pharma companies.

Keeping this in mind, Best Practices, LLC has launched its **Field-Based Medical Affairs Benchmark Service** to help Medical Affairs Leaders optimize their field-based operations. Through our decade's worth of expertise in field-based medical benchmarks, medical affairs leaders can quickly assess their performance across key resourcing, performance, and productivity metrics for their field-based teams.

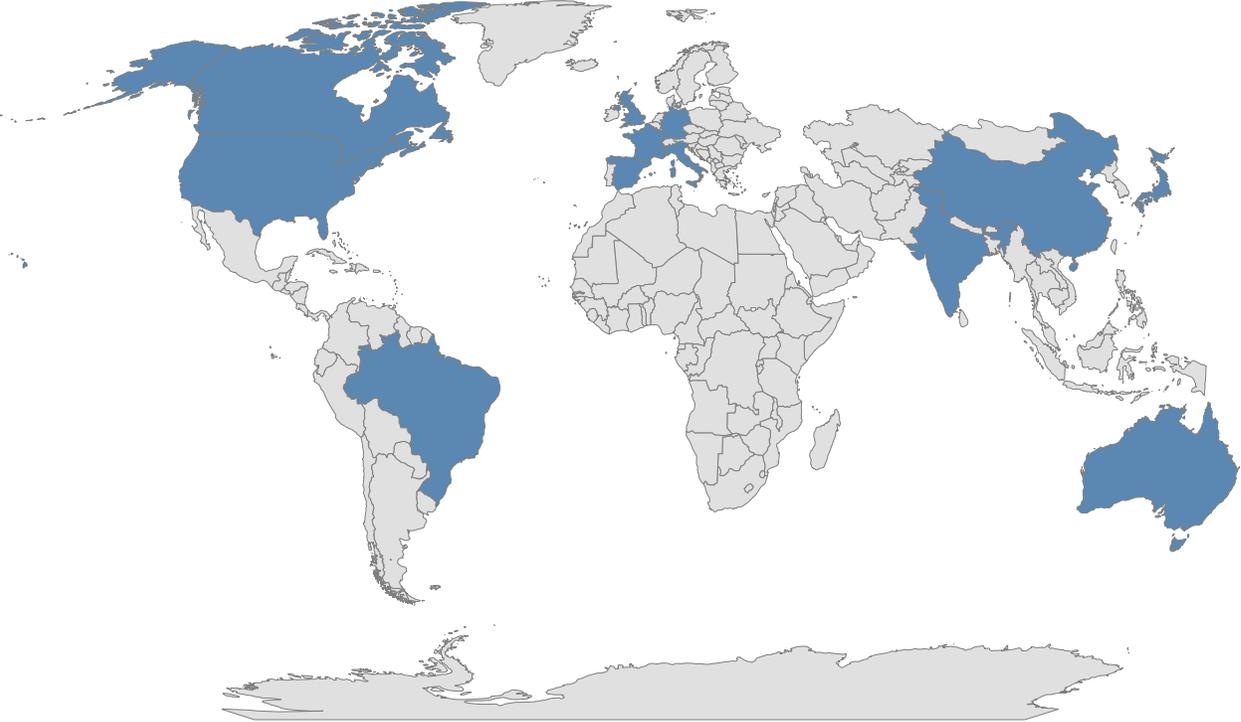
## Our Field-Based Medical Affairs Benchmark Dashboard contains metrics around:



# The Field Medical Service assessment tool offers rapid benchmark assessments across numerous therapeutic areas and countries.

**We help medical leaders prudently allocate field resources and maximize impact in America, Europe, Asia and elsewhere.**

## 40+ Countries Covered\*



Powered by Bing  
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## 20+ Therapeutic Areas Covered\*

- Oncology
- CNS/Neurosciences
- Immunology
- Hematology
- Respiratory & Pulmonology
- Rare Disease
- Gastrointestinal
- Women’s Health
- Cardiology
- Metabolic Diseases
- Infectious Diseases
- Musculoskeletal
- Nephrology
- Others...

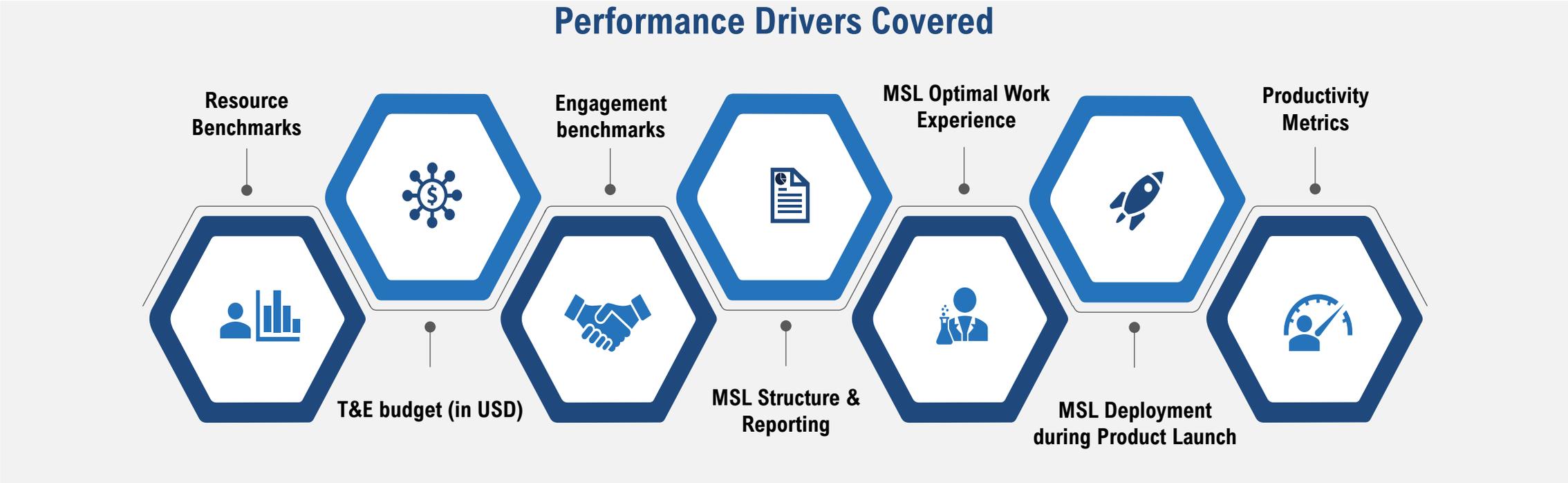
## 50+ Benchmark Companies Profiled

Our field medical insights reflect leading biopharma manufacturers in your TA



**\*Ask your Best Practices contact person to find the right information for you and your organization.**

# An assessment is completed of key performance drivers that are most helpful for Medical Affairs leaders to make informed strategic decisions in a fast-changing external environment.



## Evidence-Based Benchmarks for Your Most Critical Field Medical Staffing & Strategy Decisions

Our assessment tool offers rapid benchmark assessments on:

- Staffing
- Resourcing
- Structure
- Productivity
- Performance measurements

## Benchmarking Service Customer Testimonial:

*“The service was perfect for us. This was exactly what we needed to make key decisions for our field medical teams in the US and in other consequential markets. You’ve given us insights we have not found anywhere else.”*

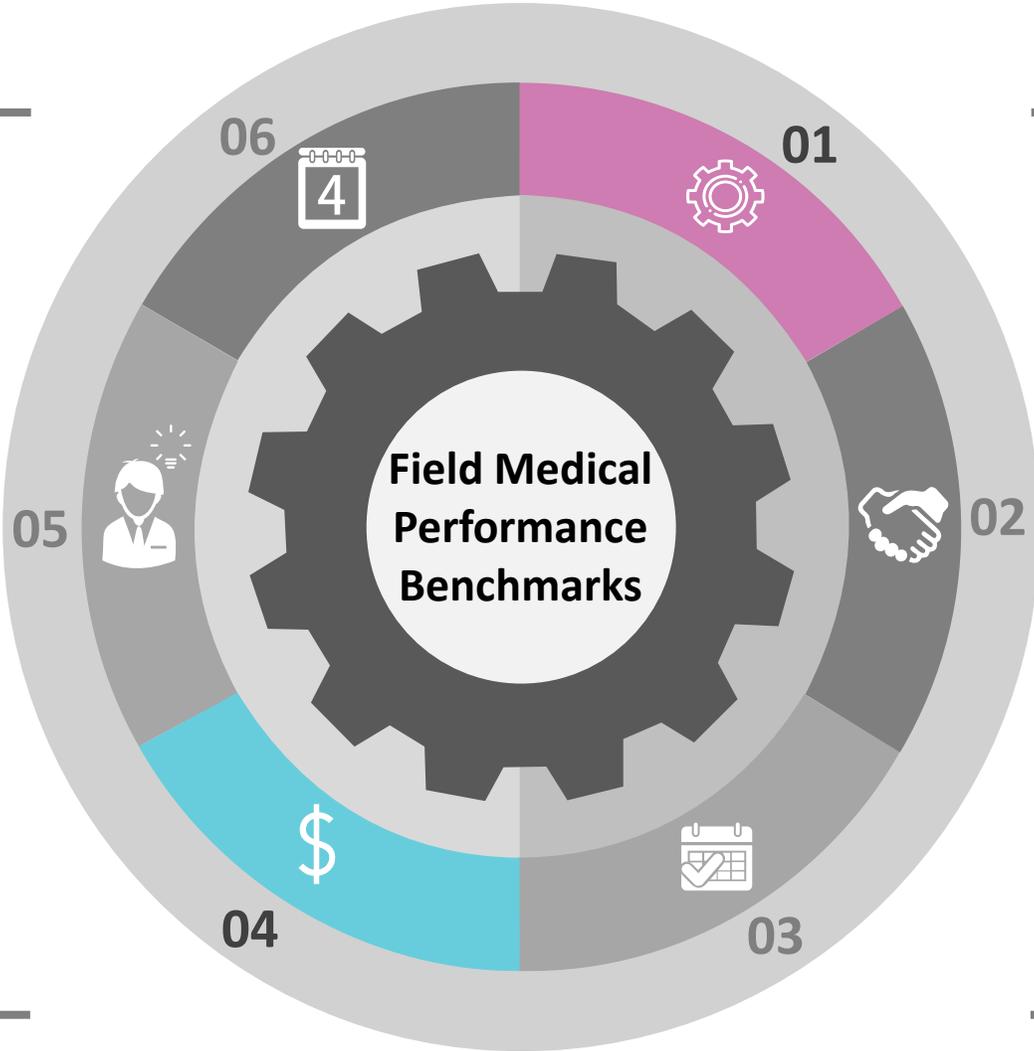
- Head Global Field Medical, Top 20 Pharma Companies

# Description of Service Modules: Productivity and Investment Benchmarks Analysis

## Investment Benchmarks

These benchmarks cover metrics around:

- T&E budget (in USD) across different countries



## Productivity Benchmark

These benchmarks cover metrics around:

- MSL interaction frequency
- Average interaction duration
- Average time spent on external activities
- Average time spent on internal activities
- Average time spent on logistical activities

Medical Affairs leaders seeking to maximize the impact of their field teams must first determine the spend levels of therapy-area rivals within critical markets across the world.

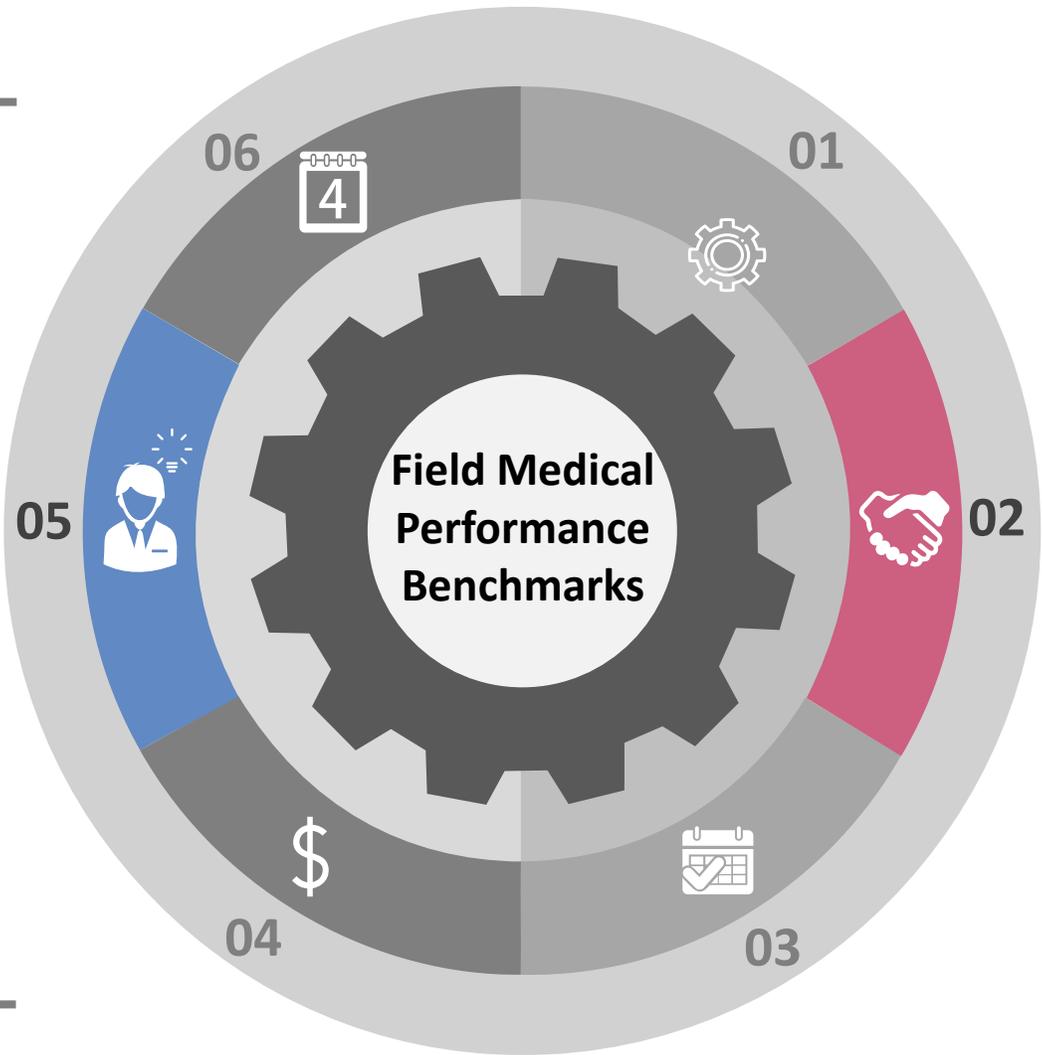
These benchmarks identify common inefficiency areas and spotlight opportunities for field teams to elevate productivity and become more streamlined.

# Description of Service Modules: Engagement and Resource Benchmarks Analysis

## Resourcing Benchmarks

These benchmarks cover metrics around:

- Average number of MSLs
- Average number of MSL Managers
- Average number of MSL Directors
- MSL Optimal Work Experience



## Engagement Benchmark

These benchmarks cover metrics around:

- Tier-wise breakdown (%) of Thought Leaders targeted
- Interaction (%) that are proactive vs. reactive
- Average number of Thought Leaders supported per MSL (on Core List)
- Average number of Thought Leaders supported per MSL (on Combined Total)

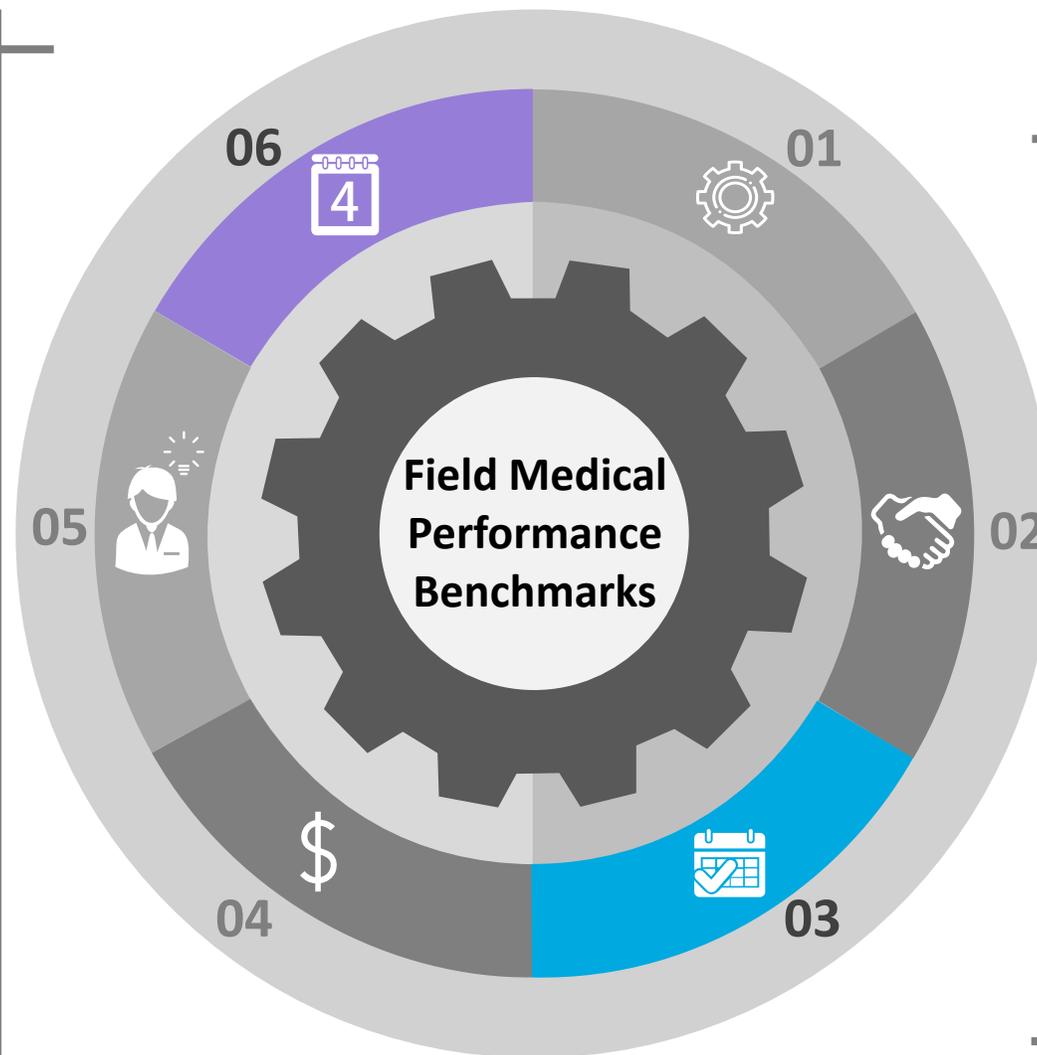
As companies grow field medical operations resources, it will be vital for leaders to staff their teams at competitive levels to ensure a successful share of voice.

Using these engagement benchmarks, medical leaders can better align their field teams' engagement model, productivity measurement, and impact assessment to succeed within a targeted condition or disease state.

# Description of Service Modules: MSL Structure & Reporting and Benchmark Delivery

## Benchmark Delivery & Deployment

- Best Practices, LLC engaged 150+ leaders from 50+ pharmaceutical companies through a benchmarking survey.
- Once Best Practices LLCs' executives receive your requirements (e.g., therapeutic area benchmarks, country level benchmarks or metrics) we will ask you to fill in a small intake form to get client's data.
- Best Practices will **rapidly** populate benchmarks on to a deck and map it against client's data.



## MSL Structure and Reporting

These benchmarks cover metrics around:

- MSL structure & reporting
- Percentage MSL deployment for product launch timeline
- Reporting model strengths and weaknesses

The custom benchmark service can help answer critical questions like: What are the strengths and weaknesses of a reporting model – and what is the right one for your organization?

# Best Practices' Field Medical benchmark service helps Medical Affairs leaders adequately allocate resources, set strategy, and adopt the right KPIs for success.

More than ever, HCPs and other external stakeholders are affirming the trust and value they place in the experts working within the biopharma Medical Affairs function. And at the nexus of this relationship are the Medical Science Liaisons and other field personnel who have built so many credible relationships and delivered critical information across the healthcare community.

As biopharma manufacturers increase their investment to Medical Affairs in general, and the Field Medical organization in particular, medical leaders must find ways to prudently allocate resources, set strategy and adopt the right KPIs to sustain momentum.

Best Practices LLC is excited by the opportunity to continue our longstanding support of the industry by applying our granular therapy area and country benchmarks to help medical leaders optimize their field-based operations

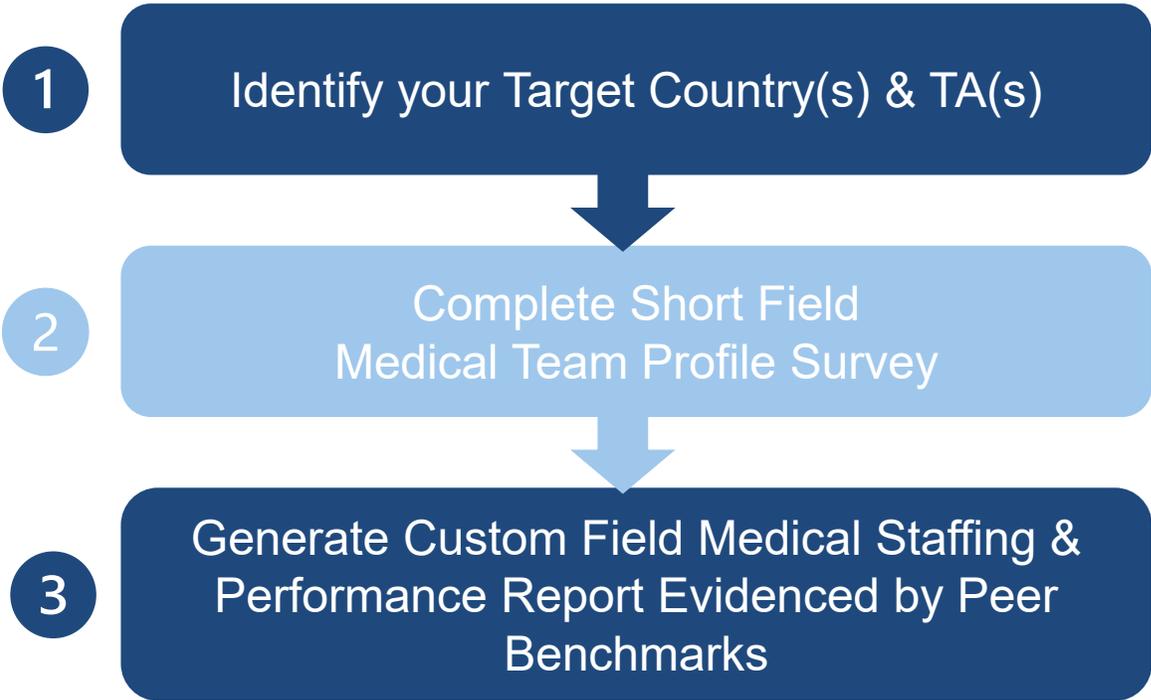
For more details, and to learn more about how this study, analysis, and insights will help you, please contact:

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### Benchmarks Delivered Rapidly





# **BEST PRACTICES**

Our company is an internationally recognized thought leader in the field of best practice benchmarking®. We provide research, consulting, benchmark database, publishing and advisory services to the biopharmaceutical and medical device sectors. We work closely with business intelligence groups. Our work is based on the simple yet profound principle that organizations can chart a course to superior economic performance by leveraging the best business practices, operating tactics and winning strategies of world-class companies.

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