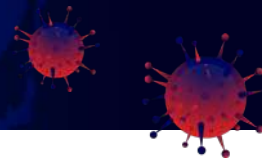




# GLOBAL Results

## MSL Activities During the COVID-19 Pandemic

**SURVEY**



### About this Report

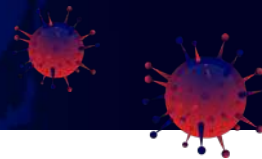
As a result of the COVID-19 pandemic, the activities of MSLs including how they engage with KOLs and other healthcare providers is quickly evolving. The MSL Society conducted a survey to gain insights into how the current COVID-19 pandemic is impacting the activities of Medical Science Liaisons globally including working virtually and engaging with KOLs. We investigated how companies are dealing with this new challenge, and the implications for future interactions with KOLs and other HCPs. Our goal is to provide insights that may help MSL teams and management make critical business and operations decisions based on best practices from the global MSL community. Reports were created for Global and USA results.

On behalf of the Medical Science Liaison Society, we thank all those who participated and we hope that you find the information valuable.

**Dr. Samuel Dyer**

CEO/Chairman of the Board

Medical Science Liaison Society



# About The MSL Society

The Medical Science Liaison Society is the ONLY 501c3 Non-Profit Organization dedicated to the global MSL profession. The MSL Society is managed by a team of highly experienced global MSL leaders and an advisory committee that consists of a number of VPs, executive directors of Medical Affairs, and MSLs representing numerous companies from various regions around the world.

## Our Mission

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 Vision

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.

# MSL SOCIETY RESOURCES BY THE NUMBERS


**1<sup>st</sup>**  
  
Certification for  
Medical Science  
Liaisons -MSL-BC

  
**90**  
New MSLs and MSL  
Managers mentored in  
free Mentor Program

  
**86**  
Original MSL  
Focused Research  
Reports since 2014

  
**25,797**  **Global**  
**13,170**  **US**  
Total Survey Participants since 2014

  
**115+**  
MSL careers launched as a  
result of our training programs

  
**1<sup>st</sup>**  
Guidelines  
written for MSL  
activities

  
**18+**  
**Hours**  
Webinar  
Recordings

  
**146**  
Presentations  
by MSL Leaders

  
  
**1<sup>st</sup>**  
Online social  
community built and  
dedicated to global  
MSL community

  
**20**  
Original MSL  
Focused Research  
Posters

  
**1<sup>st</sup>**  
Only job  
board  
dedicated  
exclusively to  
MSLs and MSL  
managers

**1<sup>st</sup>**   
Global directory  
specifically for MSL  
community

The first-ever Board Certification for MSLS and MSLS Leaders



# MSL-BC®

Industry-Recognized Standards for  
the MSLS profession  
Developed by MSLS leaders!

[www.themsls.org/msl-board-certification](http://www.themsls.org/msl-board-certification)



# MSL Leaders Involved

In creating the first-ever certification for the MSL profession!



**Avery Ince, MD, PhD**

VP, US Scientific and Medical Affairs Strategy Lead, Janssen



**Linda Traylor, PhD**

VP, Clinical Development & Medical Affairs, Biodesix



**Arthur Chan, PhD, MBA**

Executive Director, Head of MSL Capabilities and Training, Novartis



**Donna Holder, PharmD**

Director, Executive Director, GMA Field Medical Center of Excellence, Merck



**Ralph Rewers, PharmD**

Senior Director, Global Field Excellence, AbbVie



**Belinda Gist, PhD**

Director, Medical Affairs Learning & Development, Kite a Gilead Company



**Ellen Shannon, PhD, RN**

US Head of Medical Affairs, Valvea



**Scott Thompson, MS**

Managing Partner, Acceleration Point



**Mike Abbadessa, PharmD**

Former Sr. Director of Management & Operations, Takeda Pharmaceuticals



**Kumaran Krishnan, MBA**

Associate Director MSL and Digital Transformation, Teva



**Judi Vensak, MBA**

Field Team Medical Director, CSL Behring



**Dan Anderson, PharmD**

Former Team Lead, Nephrology RMLs, Amgen / Currently Retired



**Cherie Hyder, PharmD**

Field Medical Director, Biohaven Pharma



**Melody Davis, PhD**

Former Associate Director, MSL Training, Teva / Currently Managing Partner, Versant Learning Solutions



**Elizabeth Kupferer, PhD**

Regional Director, MSLs Novartis



**Leona Hamrick, DHSC, PA-C**

MSL Veracyte



**Deborah Profant, PhD**

Associate Director, Managed Care MSL, Jazz Pharmaceuticals



**Rita Zambelas, MSN**

Associate Director, Medical Affairs, Amicus Therapeutics



**Tiana Chaar, PhD**

Medical Science Liaison, Sanofi Genzyme



**Bernadett Mamone, PhD**

Senior Medical Science Liaison, Eisai



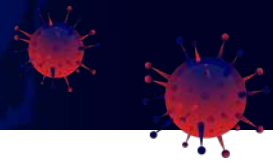
**Josh Yoder, PhD**

Medical Science Liaison, uniQure



**Daniela Divlianska, PhD**

Medical Science Liaison, Novocure



# Survey Methodology

The 2020 MSL Activities During the COVID-19 Pandemic Survey received responses from 672 MSL professionals from 54 countries.

The online survey was open from March 24th to March 30th. The survey was only open to current MSLs (or equivalent title) and MSL management. 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 and partial responses were included in this report. As a result, the N value in some tables will differ from the total number of overall responses.

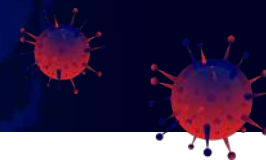
Reports were created for both Global and USA results. Only responses from individuals that identified their current role as one of the following roles were included in the data presented in this report:

- MSL / Sr. MSL (or equivalent title)
- Manager / Director of MSLs (or equivalent title)
- Executive Management / Vice President of Medical Affairs

Only those that selected one of these roles were included in the final reports. These combined roles resulted in a total of **659** respondents from **53** countries for the Global report and **397** respondents for the USA report.

Respondents were invited to participate in the survey through a range of sources including:

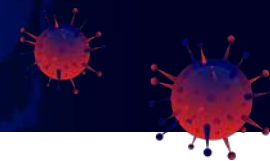
- The MSL Society newsletter
- The MSL Society LinkedIn Company page announcements
- Announcements in our LinkedIn group “Medical Science Liaison & Medical Affairs Networkers”



## What is your current role?

Role	Percent	Number
MSL / Sr. MSL (or equivalent title)	75.3%	496
Manager / Director of MSLs (or equivalent title)	19.3%	127
Executive Management / Vice President of Medical Affairs	5.5%	36
		Total = 659



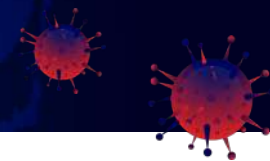


## In which country do you work?

Country	Percent	Number
Algeria	0.3%	2
Andorra	0.2%	1
Angola	0.2%	1
Argentina	0.3%	2
Australia	0.5%	3
Austria	0.2%	1
Belgium	0.6%	4
Brazil	5.5%	36
Bulgaria	0.2%	1
Canada	4.4%	29
Chile	0.5%	3
China	0.2%	1
Columbia	0.6%	4
Croatia	0.2%	1
Egypt	0.5%	3
France	0.9%	6
Germany	2.3%	15
Greece	0.3%	2

Country	Percent	Number
Hong Kong	0.3%	2
Hungary	0.5%	3
India	1.4%	9
Ireland	0.2%	1
Italy	2.4%	16
Japan	0.2%	1
Kenya	0.2%	1
Korea, South	0.3%	2
Kuwait	0.2%	1
Lebanon	0.3%	2
Malaysia	0.2%	1
Mexico	2.0%	13
Netherlands	0.2%	1
Pakistan	0.2%	1
Panama	0.2%	1
Peru	0.2%	1
Philippines	0.5%	3
Portugal	0.3%	2

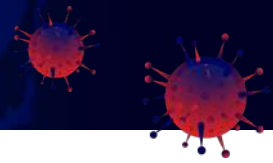
Country	Percent	Number
Romania	0.3%	2
Russia	0.5%	3
Saudi Arabia	0.2%	1
Singapore	0.3%	2
South Africa	0.5%	3
Spain	6.4%	42
Sweden	0.2%	1
Switzerland	0.6%	4
Thailand	0.2%	1
Tunisia	0.2%	1
Turkey	1.2%	8
United Arab Emirates	0.3%	2
United Kingdom	2.0%	13
United States	60.2%	397
Uruguay	0.2%	1
Venezuela	0.2%	1
Vietnam	0.2%	1
		Total = 659



## How would you classify your company?

Company Type	Percent	Number
Large Pharmaceutical (Revenue of \$10+ Billion USD)	44.3%	292
Medium Pharmaceutical (Revenue of \$1-10 Billion USD)	18.2%	120
Small Pharmaceutical (Revenue Less than \$1 Billion USD)	19.4%	128
Biotechnology	11.4%	75
Medical Devices	2.6%	17
CRO	0.6%	4
Diagnostic Company	2.1%	14
Other (please specify)	1.1%	7
Contract MSL Organization	0.3%	2

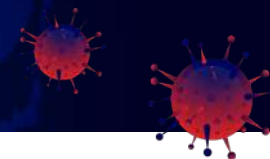
Total = 659



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

Years of Experience	Percent	Number
Less than 1 year	13.5%	89
1-2 years	18.7%	123
3-4 years	23.2%	153
5-6 years	14.6%	96
7-8 years	5.3%	35
9-10 Years	7.7%	51
11-15 Years	10.2%	67
More than 15 Years (please specify)	6.8%	45

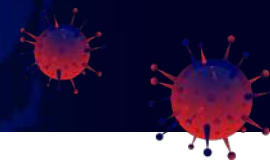
Total = 659



## What Therapeutic Area best describes your responsibility? (You may select more than one if appropriate.)

Therapeutic Area	Percent	Number
Addiction	0.6%	4
Allergy	2.0%	13
Autoimmune Diseases	4.7%	31
Cardiovascular / Thrombosis	11.5%	76
CNS / Neurology / Neuroscience	14.7%	97
Dermatology	6.8%	45
Diabetes / Metabolic Disorders / Endocrinology	9.9%	65
Gastroenterology	7.4%	49
Genetic Diseases	2.1%	14
Hematology	12.4%	82
Hepatology	2.4%	16
HIV	3.6%	24
Immunology	8.3%	55
Infectious Diseases	7.7%	51
Managed Care	2.1%	14
Medical Devices / Diagnostics	4.2%	28
Mental Health	4.2%	28
Movement Disorders	2.6%	17
Multiple Sclerosis	4.6%	30
Neonatology	0.8%	5

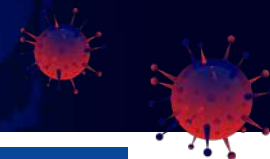
Therapeutic Area	Percent	Number
Nephrology	3.3%	22
Nutrition	2.0%	13
Oncology	30.2%	199
Ophthalmology	3.9%	26
Otolaryngology	0.5%	3
Pain	3.6%	24
Pediatrics	2.6%	17
Podiatry	0.3%	2
Radiology	1.1%	7
Rare Diseases / Orphan Diseases	11.1%	73
Reproductive Health	0.3%	2
Respiratory / Pulmonary	6.2%	41
Rheumatology / Arthritis / Musculoskeletal / Orthopedics	8.0%	53
Surgery	2.1%	14
Transplantation	1.4%	9
Urology	2.4%	16
Vaccines	2.6%	17
Virology (excluding HIV)	1.2%	8
Women's Health	3.9%	26
Other (please specify)	2.7%	18



## How many MSLs are there on your immediate team (within the same TA, supporting the same product/indication, including yourself, if appropriate)?

MSL Team Size	Percent	Number
1	8.8%	58
2-5	31.1%	205
6-10	31.4%	207
11-20	17.9%	118
21-50	9.7%	64
51-100	0.8%	5
100+	0.3%	2

Total = 659

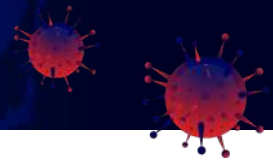


**How many MSLs do you directly manage (only include MSLs on your team that report directly to you)?**

*Respondents typed in a number*

Number of MSLs	Percent	Number
65		1
50		1
35		2
27		1
25		1
14		2
13		2
12		2
11		1
10		4
9		3
8		20
7		16
6		24
5		13
4		20
3		13
2		12
1		10
0		14

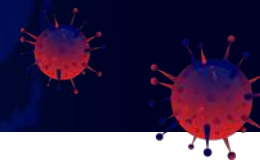
Total = 162



## Has all interviewing/hiring for all vacant MSL positions on your team been temporarily halted as a result of COVID-19?

Interviewing / Hiring Halted	Percent	Number
YES	34.0%	55
NO	36.4%	59
Not Sure	2.5%	4
Not applicable - we have no vacant MSL positions	27.2%	44

Total = 162

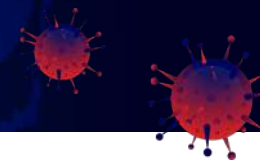


## Has COVID-19 specifically reduced INTERVIEWING for vacant MSL positions?

Interviewing Reduced	Percent	Number
YES	39.5%	64
NO	30.9%	50
Not Sure	1.2%	2
Not applicable - we have no vacant MSL positions	28.4%	46

Total = 162

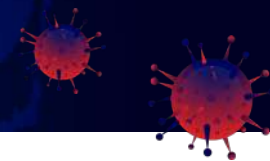




## Has COVID-19 specifically reduced HIRING new MSLs for your team?

Hiring Reduced	Percent	Number
YES	30.9%	50
NO	34.6%	56
Not Sure	7.4%	12
Not applicable - we have no vacant MSL positions	27.2%	44

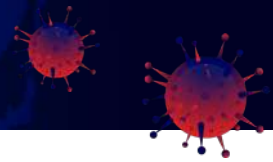
Total = 162



## Are MSLs at your company utilizing virtual meetings to lead **ROUNDTABLE** discussions with KOLs and other healthcare providers?

ROUNDTABLE Discussions with KOLs	Percent	Number
YES	40.8%	269
NO	18.5%	122
The company has not made a determination yet	12.3%	81
The KOLs and/or other healthcare providers I support are not open to engaging with MSLs at this point due to COVID-19	28.4%	187

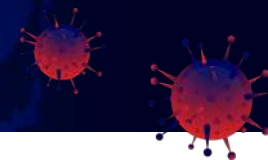
Total = 659



## Are MSLs at your company utilizing virtual meetings to lead Advisory Boards with KOLs and other healthcare providers?

Advisory Boards with KOLs	Percent	Number
YES	35.2%	232
NO	24.0%	158
The company has not made a determination yet	21.5%	142
The KOLs and/or other healthcare providers I support are not open to engaging with MSLs at this point due to COVID-19	19.3%	127

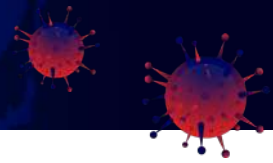
Total = 659



## How receptive are KOLs and/or other healthcare providers to virtual interactions via WebEx or Skype or other virtual platforms?

Reception to Virtual Interactions	Percent	Number
Very receptive	10.2%	67
Somewhat receptive	48.7%	321
Not very receptive	34.3%	226
Not at all receptive	6.8%	45

Total = 659

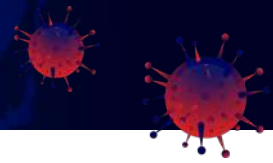


## How receptive are KOLs and/or other healthcare providers to virtual interactions via WebEx or Skype or other virtual platforms?

Reception to Virtual Interactions	Percent	Number
Very receptive	16.6%	27
Somewhat receptive	55.2%	90
Not very receptive	20.9%	34
Not at all receptive	7.4%	12

Total = \*163

\* Only Manager / Director of MSLs (or equivalent title) AND Executive Management / Vice President of Medical Affairs

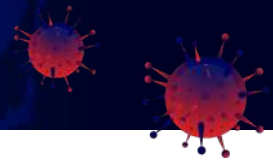


## How receptive are KOLs and/or other healthcare providers to virtual interactions via WebEx or Skype or other virtual platforms?

Reception to Virtual Interactions	Percent	Number
Very receptive	8.1%	40
Somewhat receptive	46.6%	231
Not very receptive	38.7%	192
Not at all receptive	6.7%	33

Total = \*496

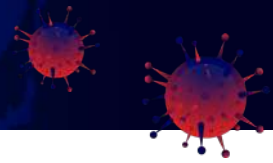
\* Only MSL / Sr. MSL (or equivalent title)



## Does your company allow MSLs to share/project a journal article etc. via virtual meeting platforms such as WebEx, Zoom, etc., if appropriate for the meeting?

Journal Articles via Virtual Meetings	Percent	Number
YES	63.1%	416
NO	10.3%	68
The company has not made a determination yet	17.8%	117
The KOLs and/or other healthcare providers I support are not open to engaging with MSLs at this point due to COVID-19	8.8%	58

Total = 659



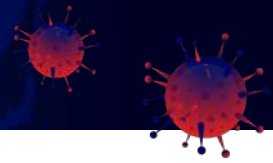
## Does your company allow MSLs to share/project a journal article etc. via virtual meeting platforms such as WebEx, Zoom, etc., if appropriate for the meeting?

Journal Articles via Virtual Meetings	Percent	Number
YES	69.9%	114
NO	10.4%	17
The company has not made a determination yet	12.9%	21
The KOLs and/or other healthcare providers I support are not open to engaging with MSLs at this point due to COVID-19	6.7%	11

Total = \*163

\* Only Manager / Director of MSLs (or equivalent title) AND Executive Management / Vice President of Medical Affairs



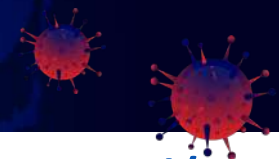


## Does your company allow MSLs to share/project a journal article etc. via virtual meeting platforms such as WebEx, Zoom, etc., if appropriate for the meeting?

Journal Articles via Virtual Meetings	Percent	Number
YES	60.9%	302
NO	10.3%	51
The company has not made a determination yet	19.4%	96
The KOLs and/or other healthcare providers I support are not open to engaging with MSLs at this point due to COVID-19	9.5%	47

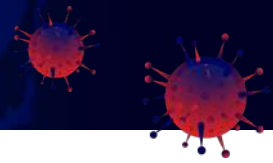
Total = \*496

\* Only MSL / Sr. MSL (or equivalent title)



## What virtual technologies are your organization using for communicating and/or engaging with KOLs and/or other healthcare providers? (Select all that apply)

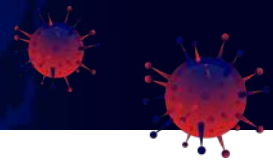
Virtual Technologies	Percent	Number
Zoom	45.7%	301
WebEx	43.9%	289
Skype	39.6%	261
Other (please specify)	17.6%	116
GoToMeeting/GoToWebinar	12.3%	81
The KOLs and/or other healthcare providers I support are not open to engaging with MSLs at this point	11.7%	77
WhatsApp	11.4%	75
None of the above	2.7%	18
Google Hangouts	2.4%	16



## Overall, what percentage of KOL engagement or access (phone, virtual, in-person) has been REDUCED as a result of COVID-19?

% KOL Engagement REDUCED	Percent	Number
0%	1.2%	8
1% - 25%	5.6%	37
26% - 50%	14.6%	96
51% - 75%	25.6%	169
76% - 99%	41.0%	270
100% - The KOLs and/or other healthcare providers I support are not open to engaging with MSLs at this point due to COVID-19	12.0%	79

Total = 659

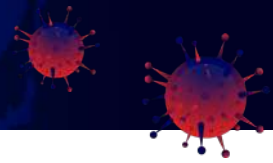


## Overall, what percentage of KOL engagement or access (phone, virtual, in-person) has been REDUCED as a result of COVID-19?

% KOL Engagement REDUCED	Percent	Number
1% - 25%	7.4%	12
26% - 50%	17.8%	29
51% - 75%	35.0%	57
76% - 99%	31.3%	51
100% - The KOLs and/or other healthcare providers I support are not open to engaging with MSLs at this point due to COVID-19	8.6%	14

Total = \*163

\* Only Manager / Director of MSLs (or equivalent title) AND Executive Management / Vice President of Medical Affairs

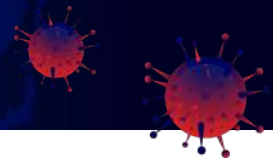


## Overall, what percentage of KOL engagement or access (phone, virtual, in-person) has been REDUCED as a result of COVID-19?

% KOL Engagement REDUCED	Percent	Number
0%	1.6%	8
1% - 25%	5.0%	25
26% - 50%	13.5%	67
51% - 75%	22.6%	112
76% - 99%	44.2%	219
100% - The KOLs and/or other healthcare providers I support are not open to engaging with MSLs at this point due to COVID-19	13.1%	65

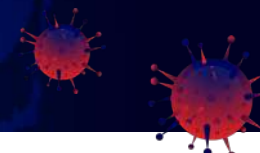
Total = \*496

\* Only MSL / Sr. MSL (or equivalent title)



## WHEN you have a virtual engagement with a KOL or other healthcare providers, how long do they typically last?

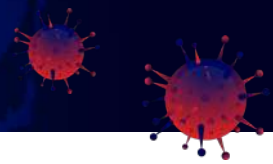
Virtual Engagement Length	Percent	Number
5 - 15 Minutes	30.4%	149
16 - 30 Minutes	38.8%	190
31 - 45 Minutes	9.8%	48
46+ Minutes	2.0%	10
The KOLs and/or other healthcare providers I support are not open to engaging with MSLs at this point as a result of COVID-19	19.0%	93
		Total = 490



## On average, how many virtual KOL engagements do you have per week, as a result of COVID-19

KOL Engagements Per Week	Percent	Number
1	27.8%	136
2	20.8%	102
3	11.6%	57
4	5.1%	25
5	3.9%	19
6	1.2%	6
7	0.4%	2
8	1.6%	8
9	0.4%	2
10	0.8%	4
10+	1.0%	5
The KOLs and/or other healthcare providers I support are not open to engaging with MSLs at this point as a result of COVID-19	25.3%	124

Total = 490

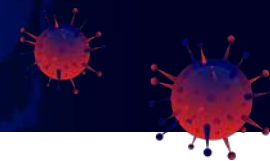


## As a result of COVID-19, are you getting less time, on average, during a virtual KOL engagement versus your typical in-person meetings?

KOL Engagement REDUCED	Percent	Number
YES	58.6%	287
NO	8.0%	39
Not sure	9.0%	44
The KOLs and/or other healthcare providers I support are not open to engaging with MSLs at this point as a result of COVID-19	24.5%	120

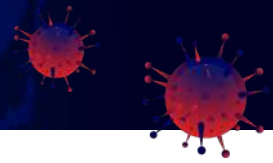
Total = 490





## Has the MSL team been provided adequate and specific training to effectively conduct virtual KOL engagement meetings and interactions?

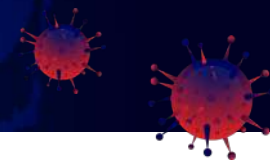
Adequate Training	Percent	Number
YES	61.7%	369
NO	30.6%	183
We are not utilizing virtual KOL meetings	7.7%	46
		Total = 598



## Has the MSL team been provided adequate and specific training to effectively conduct virtual KOL engagement meetings and interactions?

Adequate Training	Percent	Number
YES	67.1%	100
NO	27.5%	41
We are not utilizing virtual KOL meetings	5.4%	8
		Total = *149

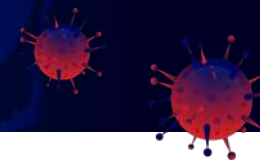
\* Only Manager / Director of MSLs (or equivalent title) AND Executive Management / Vice President of Medical Affairs



## Has the MSL team been provided adequate and specific training to effectively conduct virtual KOL engagement meetings and interactions?

Adequate Training	Percent	Number
YES	59.9%	269
NO	31.6%	142
We are not utilizing virtual KOL meetings	8.5%	38
		Total = *449

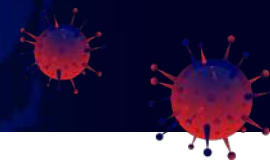
\* Only MSL / Sr. MSL (or equivalent title)



## Have all or some KPIs and metrics been paused as a result of COVID-19?

KPIs and Metrics Paused	Percent	Number
YES	48.9%	283
NO	16.2%	94
Our team does not have formal KPIs and metrics for the MSL team	15.2%	88
Not sure	19.7%	114

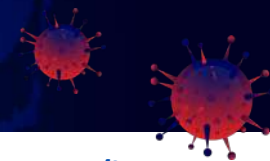
Total = 579



## Have any new KPIs and metrics been introduced as a result of COVID-19?

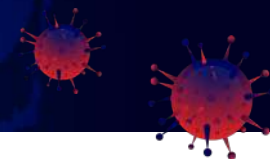
New KPIs and Metrics Paused	Percent	Number
YES	14.7	85
NO	55.4	321
Our team does not have formal KPIs and metrics for the MSL team	11.7	68
Not sure	18.1	105

Total = 579



### What alternative activities and projects are/should MSLs be focusing on as a result of travel restrictions/bans and reduced KOL engagements? (Select all that apply)

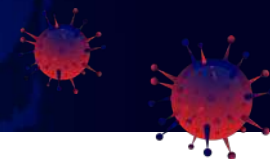
Alternative Activities	Percent	Number
Reviewing scientific articles/literature	82.4%	477
MSL team meetings	75.8%	439
Participating in journal clubs	69.8%	404
Training programs in effective virtual interactions and tools	69.6%	403
Meeting to support other cross-functional team members	69.6%	403
Preparing slide decks	64.9%	376
Virtual KOL engagement	55.3%	320
Working with Medical Information team or Medical Information requests	45.8%	265
Participating in virtual sales (scientific) training program	41.1%	238
Other sales support	35.6%	206
Organizing/participating in virtual advisory boards	30.2%	175
Other - Write In (Required)	8.8%	51



### What alternative activities and projects are/should MSLs be focusing on as a result of travel restrictions/bans and reduced KOL engagements? (Select all that apply)

Alternative Activities	Percent	Number
Participating in journal clubs	69.2%	101*
Training programs in effective virtual interactions and tools	69.9%	102*
MSL team meetings	71.9%	105*
Meeting to support other cross-functional team members	72.6%	106*
Other sales support	34.9%	51*
Reviewing scientific articles/literature	86.3%	126*
Preparing slide decks	68.5%	100*
Organizing/participating in virtual advisory boards	32.9%	48*
Participating in virtual sales (scientific) training program	48.6%	71*
Working with Medical Information team or Medical Information requests	52.1%	76*
Virtual KOL engagement	65.1%	95*
Other - Write In (Required)	13.0%	19*

\* Only Manager / Director of MSLs (or equivalent title) AND Executive Management / Vice President of Medical Affairs

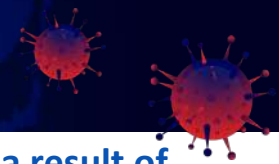


### What alternative activities and projects are/should MSLs be focusing on as a result of travel restrictions/bans and reduced KOL engagements? (Select all that apply)

Alternative Activities	Percent	Number
Participating in journal clubs	70.0%	303*
Training programs in effective virtual interactions and tools	69.5%	301*
MSL team meetings	77.1%	334*
Meeting to support other cross-functional team members	68.6%	297*
Other sales support	35.8%	155*
Reviewing scientific articles/literature	81.1%	351*
Preparing slide decks	63.7%	276*
Organizing/participating in virtual advisory boards	29.3%	127*
Participating in virtual sales (scientific) training program	38.6%	167*
Working with Medical Information team or Medical Information requests	43.6%	189*
Virtual KOL engagement	52.0%	225*
Other - Write In (Required)	7.4%	32*

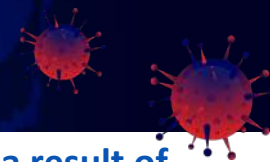
\* Only MSL / Sr. MSL (or equivalent title)





Select the **THREE (3)** alternative activities / projects you spend the most time on as a result of travel restrictions/bans and reduced KOL engagements? (Select **ONLY 3** That Apply)

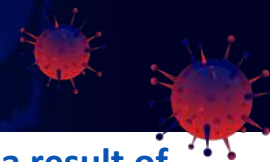
Alternative Activities	Percent	Number
Reviewing scientific articles/literature	52.3%	303
MSL team meetings	51.8%	300
Meeting to support other cross-functional team members	36.8%	213
Training programs in effective virtual interactions and tools	28.0%	162
Preparing slide decks	27.5%	159
Participating in journal clubs	23.7%	137
Virtual KOL engagement	23.5%	136
Participating in virtual sales (scientific) training program	14.2%	82
Working with Medical Information team or Medical Information requests	13.5%	78
Other - Write In (Required)	8.3%	48
Other sales support	7.3%	42
Organizing/participating in virtual advisory boards	6.7%	39
I am not an MSL	4.1%	24



Select the **THREE (3)** alternative activities / projects you spend the most time on as a result of travel restrictions/bans and reduced KOL engagements? (Select **ONLY 3** That Apply)

Alternative Activities	Percent	Number
Participating in journal clubs	17.8%	26*
Training programs in effective virtual interactions and tools	30.1%	44*
MSL team meetings	41.1%	60*
Meeting to support other cross-functional team members	39.7%	58*
Other sales support	4.1%	6*
Reviewing scientific articles/literature	37.7%	55*
Preparing slide decks	20.5%	30*
Organizing/participating in virtual advisory boards	8.9%	13*
Participating in virtual sales (scientific) training program	15.8%	23*
Working with Medical Information team or Medical Information requests	17.1%	25*
Virtual KOL engagement	31.5%	46*
Other - Write In (Required)	5.5%	8*
I am not an MSL	15.8%	23*

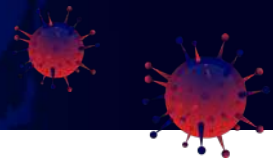
\* Only Manager / Director of MSLs (or equivalent title) AND Executive Management / Vice President of Medical Affairs



Select the **THREE (3)** alternative activities / projects you spend the most time on as a result of travel restrictions/bans and reduced KOL engagements? (Select **ONLY 3** That Apply)

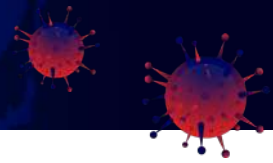
Alternative Activities	Percent	Number
Participating in journal clubs	25.6%	111*
Training programs in effective virtual interactions and tools	27.3%	118*
MSL team meetings	55.4%	240*
Meeting to support other cross-functional team members	35.8%	155*
Other sales support	8.3%	36*
Reviewing scientific articles/literature	57.3%	248*
Preparing slide decks	29.8%	129*
Organizing/participating in virtual advisory boards	6.0%	26*
Participating in virtual sales (scientific) training program	13.6%	59*
Working with Medical Information team or Medical Information requests	12.2%	53*
Virtual KOL engagement	20.8%	90*
Other - Write In (Required)	9.2%	40*
I am not an MSL	0.2%	1*

\* Only MSL / Sr. MSL (or equivalent title)



## Do you think there will be any permanent long-term impact or changes to the MSL profession as a result of the COVID-19 pandemic?

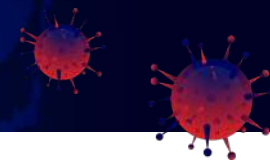
Permanent Long-Term Impact	Percent	Number
YES	48.4%	280
NO	19.7%	114
Not sure	32.0%	185
		Total = 579



## Do you think there will be any permanent long-term impact or changes to the MSL profession as a result of the COVID-19 pandemic?

Permanent Long-Term Impact	Percent	Number
YES	56.8%	83
NO	24.0%	35
Not sure	19.2%	28
		Total = *146

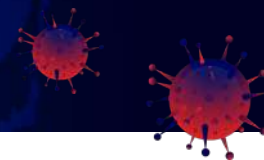
\* Only Manager / Director of MSLs (or equivalent title) AND Executive Management / Vice President of Medical Affairs



## Do you think there will be any permanent long-term impact or changes to the MSL profession as a result of the COVID-19 pandemic?

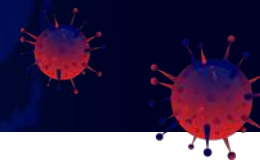
Permanent Long-Term Impact	Percent	Number
YES	45.5%	197
NO	18.2%	79
Not sure	36.3%	157
		Total = *433

\* Only MSL / Sr. MSL (or equivalent title)



## As a result of COVID-19, are you worried about your job security?

Job Security Concern	Percent	Number
YES	46.3%	268
NO	37.7%	218
Not sure	16.1%	93
		Total = 579

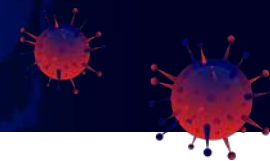


## As a result of COVID-19, are you worried about your job security?

Job Security Concern	Percent	Number
YES	36.3%	53
NO	50.0%	73
Not sure	13.7%	20
		Total = *146

\* Only Manager / Director of MSLs (or equivalent title) AND Executive Management / Vice President of Medical Affairs

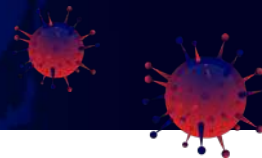




## As a result of COVID-19, are you worried about your job security?

Job Security Concern	Percent	Number
YES	49.7%	215
NO	33.5%	145
Not sure	16.9%	73
		Total = *433

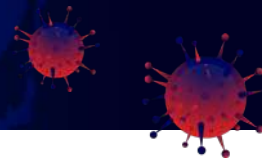
\* Only MSL / Sr. MSL (or equivalent title)



## Has the information you received regarding the impact of COVID-19 on your company, been timely, transparent, and clear?

Information Shared from Company	Percent	Number
YES	86.5%	501
NO	13.5%	78

Total = 579

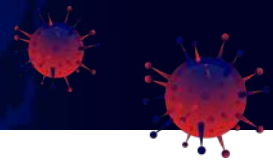


## Has the information you received regarding the impact of COVID-19 on your company, been timely, transparent, and clear?

Information Shared from Company	Percent	Number
YES	91.1%	133
NO	8.9%	13

Total = \*146

\* Only Manager / Director of MSLs (or equivalent title) AND Executive Management / Vice President of Medical Affairs

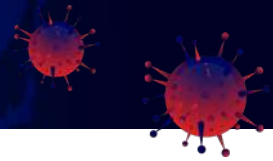


## Has the information you received regarding the impact of COVID-19 on your company, been timely, transparent, and clear?

Information Shared from Company	Percent	Number
YES	85.0%	368
NO	15.0%	65

Total = \*433

\* Only MSL / Sr. MSL (or equivalent title)



## What tactics have worked for you to obtain virtual engagements with a KOL or other healthcare providers?

### Response

Mainly regular phone calls; Regular e-mails and article sharing; Attending webinars and virtual meetings

Education sessions led by KOL's for Medical team - Education sessions led by KOL's for other physicians

Do not share about product

Company still has not decided strategy as KOLs are not receptive currently

At the moment I have only engage with them to offer support and follow up on anything that the KOLs might need, although the current situation makes it hard for them to engage at any level

No obtained

So far we are only offering a meeting virtually that was previously scheduled to be face to face. Since the COVID-19 situation, our company has not determined the plan of how discussions will continue.

### Response

As the first option send WhatsApp messages. I explain to the doctor why I will be communicating with them through digital media. Then I explain the tool we are using and how it works, and finally I ask them if they would be interested in keeping in touch, when and at what time would be most convenient for them

relate the therapeutic area to covid-19 infection

Newsletter, e-campaign, webinar with experts

We have stopped engaging with KOLs and external stakeholders at this time but have continued to engage in internal stakeholder activities.

None. The company invited us to led the HCPs focus on the COVID situation and on those patients.

try to have virtual meetings with some more digital KOLs

Already arranged meetings

At this point KOLs and other healthcare providers are very busy struggling with COVID19

### Response

virtual meeting platforms such as Zoom

Telephone and webex

Message and phone contact

email contact

phone contact

At this critical moment I have sent some personal whatsapp to encouraged and support.

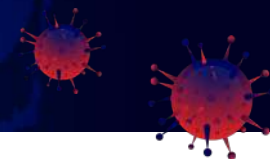
immunity and disinfection meetings

Linking the TA's with the outbreak context and being empathetic in our phone communication. F2F is now restricted.

1. Obtaining a signed consent for different types of communication during a visit or during a meeting at a conference 2. sending a message about the current situation and the transition of working interactions online, an offer at a convenient time for the doctor to conduct a demonstration of a presentation or article 3. making a call using a communication platform with the ability to demonstrate documents 4. fixing the communication in the reporting programs (for example, CRM) and reporting documents



# GLOBAL Results - MSL Activities During the COVID-19 Pandemic



## Response

Approaching advisory members and asking for guidance on how they would like to proceed.

None

more regular exchange by email and regular short teleconferences

What's up

To ask their position in this situation and how they are dealing to it.

good social relations

I have Not applied tactics

Clarifying that we are working from home and if they need any information regarding our medications treatments we are available. Being reactive.

We are only one month into the pandemic. All the HCP are focused in COVID issues and are not open to interactions with MSLs. Maybe in a few weeks when things stabilize I'll be able to interact with more HCPs.

If i need to invite a KOL to attend a webinar i can contact him. Otherwise, its not accepted yet to have a normal edetailing via video call

## Response

Referring to HCPS who are not directly involved in the Coronavirus management, due to the specialty or geographic origin - since in Italy there is a remarkable difference in virus spread between North and South Italy

Articles that relate COVID-19 with our Therapeutic Areas

Asking what their role in the epidemic is to check if you will be too disruptive, trying to reach at lunch time or after 6pm, when they leave the service.

Kind and tailored email; acknowledging the situation with mention of what the hospital is involved in and the change in KOL priorities

alignment on the time of availability with kol.

Providing information on disease management in light of COVID-19

New projects

Online webinars

Phone calls

Mainly activities planning (webinar) with KOLs when appropriate and briefings

## Response

Before Covid many of the KOLs are engaged through Phone only so now we are doing so nothing has changed.

We share information via e-mail, e.g. AE management during COVID-19. We organize everyday meetings with KAMs and discuss our knowledge- they and KOLs call MSLs if it's needed.

Contacto Regular Vía Telefónica

Direct communication via texting, calls and e-mail, so far. Other avenues are being explored.

Email/ phone/ virtual meetings

The KOLs and/or other healthcare providers I support are not open to engaging with MSLs at this point due to COVID-19

Still to be confirmed in a general point of view. HCP's are in state of emergency and are not interested in engaging. Some very few are. Will actually go to a clinic next week. But very rare event right now.

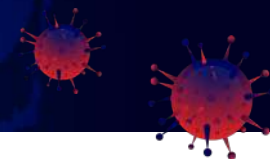
Phone calls, Emails

More reactive than proactive.

Being flexible about timing, current and focused content



# GLOBAL Results - MSL Activities During the COVID-19 Pandemic



## Response

Offering remote interactions (use of various technologies depending on the possibilities/preferences of the HCP).

Demonstrating excellence in reactive interactions leading to make the HCP well supported in these challenging times.

Follow up of clinical trials Insights collection  
Support of information for patients

Follow up of clinical trials Collection of insights  
Grants for translational or basic research  
Information about Covid 19

Contact by e-mail just offering support in this hard situation. Nothing directly related to the product I work with.

Planning events, launch activities, announcing news

COVID 19 discussion related to diabetes. I try to be relevant for KOLs even if it means not talking about our SCP

Ask if the KOL is comfortable to attend a web meeting, support The KOL to download zoom App and mention that during Covid-19 moment, virtual interaction as a way to keep The KOL to be updated without having Personal contact

## Response

Info about COVID 19

Keep an ongoing communication on recent trends with KOLs and send them emails/communication on how to keep themselves safe during this pandemic while taking care of patients.

Virtual meeting, CME etc

we did not use any virtual engagements tools yet because KOL's needs to stay alone to think of Covid-19 problem.

KOLs are interested to learn of New therapies expected to be available in the country

We are just trying to utilize social media platforms to remain engaged with KOLs

Now, it is not the time to obtain virtual engagements with KOL

Currently It's not possible to get virtual engagements with KOL.

E-mail, wechat, digital meeting

Asking them to consider a virtual is quite supportive by our HCPs because they have canceled their clinics.

Pre recording ppt

## Response

Digital was introduced into the affiliate as new tool for MSL and HCPP as global strategy. The launch of a new product helped because HCP want information and reel life data A collaborative work between HCPP (sales reps) as they can present only regulatory validated information

Send him/her some new abstract in News by whatsapp or email.

I just sent a whatsapp message and let the KOL be free to tell me if he want's the interaction, when and which technology he would prefer.

Engaging through topics related to COVID and the therapeutic area

Relationship

Giving the possibility to have a virtual meeting or interaction by phone and trying to contextualize the discussion with this moment that we are facing of covid-19, whenever it is possible.

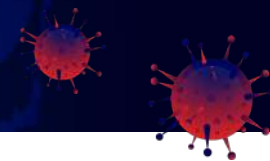
Providing relevant covid-19 related content

Offering a value-added interaction

We are currently having proactive introductory meetings only and therefore do not feel it is appropriate to reach out.



# GLOBAL Results - MSL Activities During the COVID-19 Pandemic



## Response

Yet to be established being mindful HCPs and KOLs are hugely stressed and have limited resources currently due to covid-19 as they are working to support other HCPs.

Have short meetings with very focused information

Reactive answers to med info requests

KOLs too busy during this period

We have tried webex, email 1:1 and phone calls with a little success

Éducative or support

By phone

Currently ongoing

For the meetings I already had in my calendar, I suggested using virtual technology. 95% of my customers have replied they will wait until situation settles down.

Mainly to get in touch only with those KOL we have friendship with

E-mail

Salesforce CRM (veeva engage)

I send a pre-read paper

sharing info from HCP association

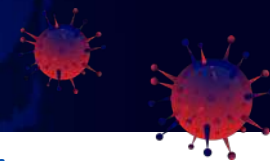
## Response

Engagements resulted in approaches made prior to COVID-19

No tactic

Rewards Program





### As a result of COVID-19 and the evolving business environment, what are you doing to demonstrate value to the company and/or your team?

#### Response

Keeping contacts with KOLs regularly via phone call, e-mails, skype and lead virtual educational and scientific exchange

- Continuing to show support to the physician community in whatever deficits or needs arise - Continuing to reach out to KOL's to determine whether there are any challenges with Covid and our therapeutics - Planning and educating internally for next launch

Share documents about COVID and oncology  
Keeping communication with KOLs and supporting scientifically. Also updating on science

Support field force training. Support medical manager to revise visual aids for the marketing team. Support marketing team  
Formation

#### Response

Offering virtual meetings once approval is received from management

We are linking therapeutic areas to Covid-19 infection

supporting the sales area and obtaining insights that allow us to establish contact with the KOLs

Support health authorities to contain COVID-19 pandemic.

Daily touch points on GoToMeeting where various research topics pertaining to the data surrounding our drug are discussed.

Working as hard as always. Preparing formations for the sales rep, answering questions of HCPs regarding patient discontinuation of treatments due to COVID-19

#### Response

try to have virtual meetings with some more digital KOLs

Involved in HO team projects

I am focusing on training

virtual meeting platforms such as Zoom  
many activities: generate KOL plans, hospital mapping, organizing training materials and activities for the KAMs teams, supporting scientific requests from the HCPs, etc

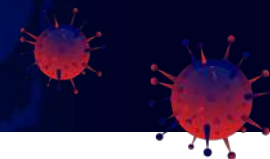
Preparing presentation Studing publication and the TAs where i'm involved Biostatistic web course

As MSL prepare and submit internal training to field force on specific therapeutic aerea on related product

As MSL we are working to train field force on the assigned therapeutic area and related product



## GLOBAL Results - MSL Activities During the COVID-19 Pandemic



### Response

supporting them with an ad-hoc formation  
We are doing internal training  
working to develop materials and news that can be sent over the internet, online meetings, team training  
Continuous online/social media communication and sharing of relevant resources for self-learning and scientific interactions.  
continuation of the implementation of the meeting plan (now online mode), the correct filling of documentation, being in touch, resembling additional essential courses within the company and external training  
I am working on localizing global virtual content that will be of interest to my Dermatologists. I am also focusing on publications and additional training.  
Trying to focus on learning more about the product/market/clinical cases/etc. honing my craft.

### Response

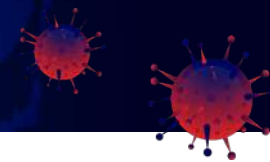
Support for training and development of marketing, access and sales network projects  
number of virtual KOL engagements  
Continues support  
Sharing ideas on how to advice medical community and society as a whole to deal with this pandemic.  
preparing new training programs for field force and using of digital channels for communication with KOLs  
Training internal teams Performing paper journals discussions Preparing and approving scientific material  
Nothing  
We are training internal clients and sales force. We are studying. We are reviewing promotional material and being a support to marketing, access and commercial. We are finding ways to connect scientific subjects in our area to the current pandemic so we can bring scientific updates to our KOLs.

### Response

Trying to using this time to improve personal scientific training or focusing on possible RWEs, trough MSLs, to be generated after Coronavirus spread  
Searching for articles/studies that relate COVID-19 with our Therapeutic Areas, statements from medical societies, new guidelines  
Training the commercial team, increasing presentation number, collaborating with internal stakeholders (HCC, events, etc).  
Um studying  
I am trying to be understanding of KOLs Covid-derived problems, planning activities, sharing tactics which work for engaging with KOLs, working on scientific and training materials  
internal training for ff, new scientific msgs concerning covid19  
Creating online courses  
Keep the momentum



## GLOBAL Results - MSL Activities During the COVID-19 Pandemic



### Response

Finding medical experts to address disease management in light of COVID-19 with WebEx

Continuing contacts for medical propose

Supporting the medical team and brand team to shift all our activities to digital. I am enhancing the knowledge of the internal team by giving continuous trainings

Support all covid initiatives, med info and re-prioritize tactics

Proposing and working on innovative content/activities to engage with KOLs

Excessive training

Medical department elevated the percentage of teaching time, we organize Teams trainings, article referrals, make action plans.

Tracking productivity with different metrics

Train the salesteam selfstudy new product

Mensajes de Valor y Prevención a KOLs, HCPs y Público en General

### Response

Writing, working on strategies, training, teaching, etc..

Project management

My team is dedicated to conducting internal virtual training by zoom and by email

Giving lectures and talks to internal colleagues in need of of Oncology training. Mapping of new upcoming TA's

Reactive HCP interactions documented in CRM tool allowing to see numbers, interaction type, discussion topic, etc. Support Sales Reps with additional training. Intensify internal self- and virtual group-training. Etc.

The level of engagement of the KOLs/HCPs through the request of information by KOLs/HCPs

The level of engagement of the KOLs/HCPs through the request of information

### Response

Trainings for sales force ( differentiation according to real needs), focused remote engaging for HCPS with extreme amount of insights

Deal with empathy, patience,

Making sure all request by medical experts are addressed. Still doing clinical trials.

As I am in transition to oncology, I am taking the time to study. A way to show the value of the work is share what doctors are thinking and feeling nowadays (again, not related to product)

Pushing projects, supporting commercial, training (active and passive), Journal Clubs, working on strategic plans and narratives...

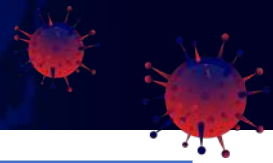
Initiating projects Preparing decks for scientific updates Journal clubs Study groups

Long term digital projects

enhance virtual solutions to communicate, data driven solutions and integrate technology better



## GLOBAL Results - MSL Activities During the COVID-19 Pandemic



### Response

I am contacting my KOLs to verify who is available for a zoom interaction or who is worth trying this kind of virtual meeting. I am also testing different platforms to do virtual meetings and trying regular approaches sending to KOLs The data/papers By e-mail and talking on the phone Leading several internal trainings

Virtual activities suitable for the region to continue probable engagement

At the first stage of pandemic, we should not take an action to interact with medex due to they need to feel safe. because they have a big trouble regarding Covid-19. maybe 1-2 months later we are able to begin to engage with them.

I am working at home preparing and sharing with my team by videoconference future presentations for my KOL's.

Persistence and innovation

Trying to utilize social media platform in best professional manner to resolve any concerns of KOLs.

### Response

Medicam education for the team alternative Coms

I'm making the most for delegate training, internal meeting,...

We actively hold digital meeting and send the advantage academic progress and psychology health tips by e-mail. Also discuss the medical strategy during the meeting and do some survey on KOL concept.

Update planning documents, SOPs, planning for 2021, MSL material creation and review, JC biweekly.

Adapt with the challenge

Focus on training of HCPP Focus on kol plan For pipeline

Be flexible, adaptive and resilient. Adapting the new information and doing formation for the team.

Insights in how to communicate and personal online trainings.

Supporting my medical manager and brand team through internal client activities

### Response

Studying and sharing with the team what I found that is important inside our therapeutic area. Also, working in development of internal training material and slide kit, always aligned with the MSL manager.

New, virtual, interaction strategy, covid-19 related workgroups, support to other teams

MSLs are currently upskilling on therapeutic area data as well as sharing best practices. MSLs are also involved in sales representative training.

Team meeting (Skype or business) Training online to KAM Reading and studying new publications

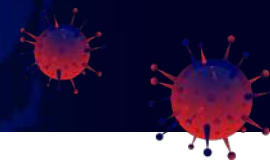
This is something I am personally struggling with.

We are working on this.

Working in respiratory field the company determined We are unable to work



## GLOBAL Results - MSL Activities During the COVID-19 Pandemic



### Response

Internal trainings, cross functional support and proactive ideas/projects

Keeping up to date with most recent developments.

response to questions related to covid-19 and use of our products.

Nothing

Teaching every day sales force

Demonstrate that my communications are valued by customers

Training of team Webinars

get my own trainings done, train my sales rep, update tools used with customers with the most recent data

Producing new slides and papers

Training and planning

Journal Club, Competitive intelligence

Working cross functional

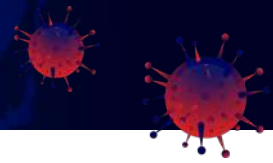
### Response

supporting more the field force and helping them to adapt to remote working

Projects both internal and external

Training internal stakeholders Preparing activities post COVID

Expert Flexibility, Adaptability, and Dependability



## How have MSLs found additional ways/opportunities to support KOLs and/or other healthcare providers?

### Response

Mostly virtual communications (email & phone calls)  
 Covid-19 scientific hot topic  
 Organize scientific meeting beyond TA that relates to COVID-19  
 The same mentioned  
 Not yet!  
 It has been extremely challenging as very few of my KOLs are even responding to emails normally at the moment!  
 Not explored yet  
 Answer to unsolicited requests concerning the impact of COVID-19 on patients using our products  
 By email ore phone.  
 Help with virtual OLAs for their own professional activities.  
 Supporting updated medical information responses

### Response

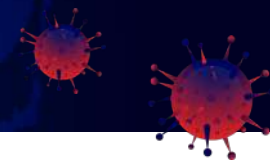
We have been asked not to engage  
 Don't disturbing them nowadays. Only asking unsolicited requests  
 The company has not decided on a solution yet  
 not a this moment  
 Catching up on trainings Support virtual attendance at international conferences  
 Good  
 only via email if they have questions regarding COVID and our drug.  
 mail  
 Asking about the needs and try to support them, even if it s not about the therapeutic area  
 Being available for information requests -100 percent reactive  
 Email communication

### Response

Increase their knowledge on Covid-19 clinical interventions and pandemic fighting.  
 covid19 updates and impacts on practice  
 none  
 no  
 Sharing contents related to COVID19 and it's relationship with the therapeutic areas they work for instead of been proactive regarding scientific contents related to the company's strategy. So the have had to adapt to the physician's needs at this moment and be more flexible.  
 Including covid information  
 Vía phone ir email  
 I send to KOL guidelines and new publications on covid-19 management.  
 No additional ways.  
 Training the sales force and themselves



## GLOBAL Results - MSL Activities During the COVID-19 Pandemic



### Response

We have hired a company, Centuva, which specializes and has extensive experience in virtual MD to MD communications.  
Only exploring digital multi level channels to stay connected with KOL  
Skeptical  
Asking with e-mail  
Find open-access papers about how COVID-19 is impacting the area of the KOL  
None, the HCPs are not receptive at all.  
This period is very complicated! I have afraid lost my job!  
Poco congenio con los especialistas  
By WhatsApp (even if it not a formal way to communicate with KOLs) and by phone  
Not yet  
Reposting articles and guidelines.  
Virtual meetings are less disruptive to schedules and can be more dynamic.  
They try to manage

### Response

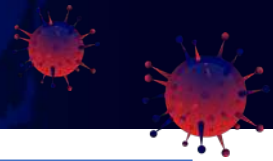
There are individual electronic mailings served by an appropriate internet platform  
Supporting in terms of their demand required time to time  
We let them manger more urgent COVID related issues at the moment  
No new ways for the moment, let's see what happens during next weeks  
Digital tool  
Doing the ground work for queries  
Immediate clinical support  
Sharing intelligence  
Cancelling symposium to focus on job  
Emailing strategy  
I believe we need to respect their time during the epidemy. They have family and they are worried about their patients too. It is time to make difference.  
Waiting for the right time when HCP is comfortable to receive a call or webex.

### Response

Telephone  
Via email  
Difficult to say  
No ways  
The most of the KOL interactions are due to pending projects, such as studies and publications. However to schedule a meeting to present or discuss new released data is very difficult. Besides Skype and zoom, I tried to send SMS or direct calls to keep in touch.  
Virtual meetings with several KOLs is something that I am trying to look for and find the best way to do it.  
We are asking our kol the need of medication and the way our company could provide them in case of necessity due to covid19, for example bronchodilators  
Cross-therapeutic updates related to COVID-19  
Discussions on COVID-19-related publications



# GLOBAL Results - MSL Activities During the COVID-19 Pandemic



## Response

Literature review support

some interactions has been after business hours

Social network (twitter etc.)

not that I knew

Internet

empathy and offer help is de primary opportunity

I think to be prepared to Reactive mode.

The KOLs I see are respirologists so the MSL team has been giving them space as they are busy on the front lines. I have sent a quick message to a couple KOLs with whom I have established raports to let them know I'm thinking about them, their staff, and patients and to feel free to reach out to myself and colleagues we can be of any support. Our organization is set to send out a generic email to KOLs shortly.

E mail phone

## Response

Pre recorded short videos

Through IM in whatsapp, small and specific topics that are Easy to answer

?

Depends on the TA, but we're trying to search and provide relevant information regarding COVID19 and the TA. For example, in Oncology, recommendations and guidelines for oncological patients infected with COVID19

Video calls , emails. Adobe campaigns

Information related with COVID and illness of interest, communication according with interest of KOL and classification them according new situation and update their profile.

As of the moment engaging with them is not feasible due to current pandemic of the COVID 19.

## Response

I think at this time in Brazil, as the cases of COVID-19 are still growing, in general, the physicians are not receptive at all.

Creación de contenido digital de gran interés con líderes de opinión de gran renombre

Just preparing materials

We can answer the questions, if necessary

To be at their disposal to reactive contacts

Clinical trials follow up

We are still struggling to engage KOLs

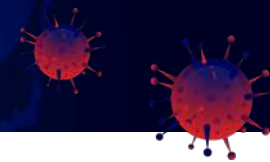
By creating infographic content or realizing review articles or new projects, like help creating with association, postures or recommendation about covid19 guidelines to medical practice.

I am managing an access program and I send out the Global Guidelines to all HCPs with active patients once they become available. I have also contacted other HCPs to let them know we are grounded and if they want guidelines the are available





## GLOBAL Results - MSL Activities During the COVID-19 Pandemic



### Response

MSLs has phoned, emailed, whatsapp'ed KOLs to request remote engagements. The willingness from KOLs to engage is minimal. Not sure whether it is due to reluctance to use a virtual platform, or due to Covid 19 chaos.

No

I guess we are trying to be helpful, but I'm not finding a way to do so right now

Phone call for urgent topics are useful

I don't know

we would love to, but haven't found a way  
email, phone

We are now at a critical point in Spain and most of doctors do not want to be contacted unless reactive issues

what-sap

we do not have additional ways

Through vendors, through HQ support us

### Response

Working on clinical trial protocol deviations due to Covid 19- has been necessary to interact

Webinars and virtual meetings

Addressing questions on the issues about the medication in clinical trials studies and infectious disease

Not Applicable now

Multiple ways

Offering reactive support regarding scientific information about COVID-19

Its time to support field team, prepared some motivational or thank you videos for HCPs, planned field training on regular basis. discuss covid related topics

1st sending an email and then having a phone if desired

Internally: Journal Clubs, Share best practices

Not yet due to the COVID-19

### Response

- Creating education sessions lead by National Leaders for HCP's - Provided information regarding how molecules/dosing may be affected by Covid - Providing information on how Covid infectivity may require dose adjustment or termination of therapy

Not sure

Scientific support for their publications as they are comparatively less occupied

So far just offering support, clinical and scientific evidence of the management of the pathologies (cancer and hematology) with the COVID-19 risk

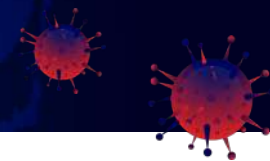
Not sure at this time

giving them information about the covid-19 infection related to the therapeutic area

Co-creation with the team.



## GLOBAL Results - MSL Activities During the COVID-19 Pandemic



### Response

We have not had that as our focus at this time but we are supporting a drug that is still awaiting Health Canada approval.

spreading international webinar promoted by the company

Using virtual meeting platforms such as Zoom

Via telephone

By whatsapp, emails

Challenging as HCP's are getting stressed out but also rewarding in many cases.

mailing of letters, individual messages in messengers, tracking the real situation through interaction with the regional field forces of the company

Increasing digital accessibility

Suporting their hospital with donations and medical advice.

no idea

Non

### Response

Connecting recent updates on corona virus and the kind of patients supported by them.

whatsapp

Offering online classes to interns

I dont know

Finding scientific information that connects somehow with the current pandemia

Asking HCPs what are they current need

New studies related to COVID-19 and our therapeutic areas

Not done yet, but we will try to offer online presentations about COVID.

Sporting with convid informations nas treatments

Using emotional intelligence

supplying information about covid19 in their specialty

Still trying to find different ways to do that

Sending smart materials

### Response

Right now Most of our KOL are not interested.

Send videos through whatsapp and or scientific articles or slides via email

Providing mainly scientific information about COVID-19.

To meet them when everything is safe

Sharing relevant articles and advices (e.g. how to manage the main AE, neutropenia during COVID-19 etc.). E-mail, reactive channels

Apoyo emocional vía telefónica

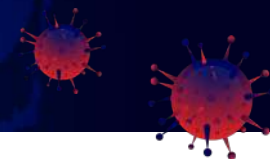
Virtual journal clubs and talks hosted by company.

MSLs haven't found additional ways

Just being much more responsive and give support on questions and issues.



# GLOBAL Results - MSL Activities During the COVID-19 Pandemic



## Response

Offering different kinds of virtual interactions based on the preference of HCP (many HCP are typically reluctant and prefer F2F interactions, the current situation seems to open them for new ways of interactions)

Training on different kinds of platforms to be use to establish different meetings with KOLs/HCPs

At this moment nothing much

Challenging. There is clearly a learning curve. We will have to be patient.

Sharing information regarding the drug I work with and drugs for COVID-19 treatment

Dont understand the question

Providing support outside the products.

Discussion on the disease state

E-mail, phone calls, WhatsApp to share data, information and ask for KOLs insights

Challenging

Discussion and learning from other TAs

## Response

we did not use any other way to engage with them.

Only via online social media platforms.

Telephone contact

By Personal and flexible approaches

We invite KOLs to post their suggestion about how to manager chronic disease and keep psychological health during this pandemic on our wechat platform. And invite KOLs in Wuhan to record their feeling and their wish for this fighting against coronaVirus.

Other than being available for reactive responses and support - continue communicating about projects if applicable. Just seen touch points to check up on them on a personal level.

Phone calls

CT discussion

## Response

Using new technologies and being comprehensive with our KOLs and the difficult situation.

No clue

Assuring them our support regarding their needs

Being opened to help with any support they need that is part of my therapeutic area.

MedInfo SRDs on covid-19 and use 9f company's products, sharing webinar links relates to covid-19, supporting as volunteers

Assisting with best practice sharing across Sales and Medical. Assisting with Sales rep training. Assisting with literature searches on COVID-19 and patients with comorbidities.

I would love to know for a product in pre-launch phase.

we are working on this

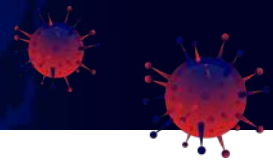
No opportunities

Ideas for interactions with NGOs

Too busy to engage



## GLOBAL Results - MSL Activities During the COVID-19 Pandemic



### Response

At the moment it's contra productive try to engage with HCP with our current covid19 situation and lockdown

No other ways

Difficult to find opportunities unless we have absolutely necessary information for them now

In process to determine

We informed our HCP that we are available to support them in this situation. None has replied.

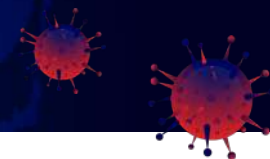
Utilizing variety digital channels

NO KOLs because of Covid 19

To be present and doing round table difficult

Strategy and Innovation





## As a result of COVID-19, and the need for virtual engagements with a KOL, are there additional training topics that would be beneficial? (Please list all relevant topics)

### Response

Yes mostly training on virtual communication  
No

How to convince or persuade KOLs who are not yet opened to virtual meeting?

Yes all related to the current situation

Digital techniques, attention is aún important matter with n this virtual space

Possibly how to write an email that prompts a response from our KOLs?

Not at the moment

How can we best convince KOLs to accept the virtual engagement during this crisis?

At the moment, the HCPs are re-organizing their schedule, etc. Later on, maybe yes, soft skills training, group publication, etc.

None

Virtual communication skills

### Response

How to form new relationships to KOLs (e.g. for MSL that start a new position now) during the COVID-19 crisis? How to support KOLs in their questions on impact of COVID-19 on application of the drug I am supporting when the company does not want to give explicit guidelines (simply because they don't have the data) - how to deal with this?

no idea

How to remotely make contact with HCPs respecting GDPR requirements.

Self development - TA specific articles and materials, clinical trials, statistics, LinkedIn learning platform.

Crisis management Approval process that let us have interactions Set up expectation from the company about the role metrics in this moment

### Response

No. At this time of emergency we should not distract hcp from the work of medical care of patients. Any perceptions that pharma distracted them is damaging and counterproductive to the industry and flies in the face of humanity

We don't do virtual

Tips for personal engagement/connection via virtual meetings

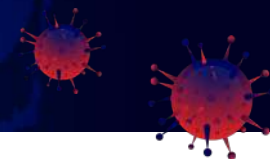
Discussions on time changing clinical approaches and evidence level flexibility.

office best practice managing possible Covid19 pts managing pts on current Tx

Virtual meetings training  
training



# GLOBAL Results - MSL Activities During the COVID-19 Pandemic



## Response

Digital strategies. How to communicate remotely (tips to improve the communication and to deliver the taught message at the right moment).  
 How to conduct virtual meetings Types of materials we can use How to prepare materials for virtual meetings  
 Management of covid-19 patients  
 Management of virtual engagements How to acquire KOLs for virtual engagements  
 how to use new tools )zoom,...)  
 Don't think so  
 Virtual behavior, keeping KOL focus/attention during virtual engagements  
 Virtual engagement skills  
 approach through telcalls  
 Technical training  
 No specific training would be needed  
 Reminders on how to "keep it simple stupid" in order to be short as possible  
 Maybe

## Response

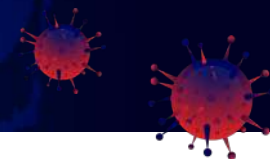
Afecto de COVID 19 en el área terapéutica que actualmente manejo  
 We were trained before COVID-19  
 Communication skills in virtual platform; how to engage KOLs  
 None comes to mind.  
 Hands-on interactivity training Instructor-led methodology Viability and vitality learning  
 Treatment Changes of a patient with Covid-19 Self Protection of A Clinician  
 How can MSL support them outside of usual business  
 Better connections (better servers)  
 Zoom training Veeva engage training  
 Not appropriate at the moment  
 I am not aware  
 Assertive communications skills and digital information managing  
 - the impact of covid-19 for oncology patients.  
 Use of different tools

## Response

?  
 Not just engagements but webinars, lunch and learns, etc, could potentially be of interest  
 - how to plan a week of work in this environment - how to keep the focus  
 The situation in our country is critical so even if we have additional training now is not the moment for doing MSL task with our kol  
 Training on digital technologies  
 One drive  
 Yes, assertive communication and how to make an interaction more effective in less time.  
 Working in isolation  
 not that I knew  
 How to conduct a virtual board  
 yes. virtual interactions and technical training



# GLOBAL Results - MSL Activities During the COVID-19 Pandemic



## Response

Absolutely. How to conduct a virtual meeting, from setting up tech and dealing with potential connection hiccups, to preparing a presentation tailored for virtual meetings (EX: how to plan presentation and discussions as they may be more brief than in person meetings)

How to make kols be focused on topic during virtual meeting.

Steps on how to assess receptivity from customer or kol

Compliance

Having confidence!

effective presentation techniques

How to engage with KOLs virtually

Skills for digital communication

How to switch back the attention of the physicians to our work at this time.

Moderación del uso de redes y generación de contenido

## Response

COVID-19

No one

Skill set developments

Video maker trainings, online platforms.

Empathy and Kindness! We are only in Week 2 of a virtual lockdown, i think we need to be understanding that the HCPS not only have the same worries as we all have but also have to worry about their patients

Soft skills related to virtual reaction, balancing the value of them with the weight of the COVID situation.

How to get KOLs buy in for virtual engagements How to conduct a virtual engagement Best structure of such meeting How to monitoring the engagement of the attendees? Max nr of attendees per type of meeting? How can MSLs leverage from congress webcasts and or presentations during this time?

## Response

No, there is an industry wide lack of relevant content.

Storytelling

Kol needs it support not msl we have had a small training, but even the training was with a bad connection and did not convince to use it in the field virtual interactions with tips for a successful meeting

How to Start a virtual engagement web training, virtual storytelling

we are on going of this sort of trainings

I.T training on technology

Engagement with KOLs when they are not accesible

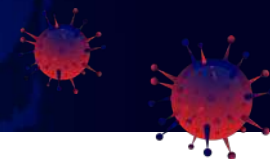
decision on virtual tools

Yes

Not much. Just technical training, not engagement or any soft skills about virtual interactions



# GLOBAL Results - MSL Activities During the COVID-19 Pandemic



## Response

Any training on various technologies and how to use them is helpful

Training or tips about how to perform an satisfactory virtual meeting

How to motivate a KOL for a virtual meeting? proper technology, skype & webex have issues

virtual meetings

- How Covid-19 infection affects dose and efficacy - Does molecule predispose patients to infection risk - Immunology of Covid-19 infection - Competitor products that offer better protection/safety profile against Covid-19

Not sure

Not sure at this point of time

Management of patients with COVID and the specific pathologies managed by the MSL

How to interact via online

Not known

Not at this time

## Response

No opinion

How to optimize KOL engagement virtually. virtual engagements tools

Using virtual meeting platforms such as Zoom

no virtual meeting has been used

NO VIRTUAL MEETING HAS BEEN USED

Emotional intelligence Resilience Organize virtual KOL meetings

Running a webinar Conducting 1:1 virtual meeting via Veeva CRM Engaging experts when time gets rough

in conditions of the need for remote meetings, the set of used tools and communication channels is limited - perhaps, the audio channels and presentation visualization become the leading one. It would be useful to get knowledge about the features of such communication. And also knowledge of the experience of remote work algorithms in different companies would be useful

## Response

Adapting a presentation for virtual delivery How to guide a KOL through his/her first digital engagement

Virtual

How to engage KOL in a positive and proper manner.

stress management convincing techniques with phone

How to engage virtually a KOL: tips and resources

How to engage KOLs in the pandemia.

Project Management HCP profiling

Observational study conduction

How to show empathy and what scripts you can use when approaching them not to disrupt the relationship with the KOLs.

Virtual training abir te use of especifica system

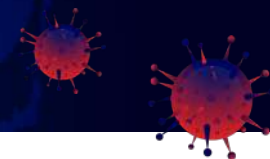
Writing effective emails to engage COVID -19

Not for the team, the difficulties are with their computer skills





# GLOBAL Results - MSL Activities During the COVID-19 Pandemic



## Response

Soft skills and advanced digital skills

Not really, we just need to stir up interest from the KOL with interesting material/content to be able to conduct virtual meetings with them.

access to digital outreach to a KOL

How to organize virtual meetings

Cualquiera en relación a COVID-19, en especial tratamientos y vacunas

Not really.

I don't know

X-functional collaborations Key account mgmt x-functional view point. TA specific trainings.

Soft skill training focusing on virtual engagement in addition to the standard soft skill trainings.

Legal and Compliance

Virtual Engagements

Soft skills for virtual engagements.

## Response

Biostatistics

Beside trainings we need more equipment for virtual meetings at home

Trainings on virtual presentations

Training on the platforms and apps

Importance of virtual engagement Tips and tricks for successful virtual engagement

Platform management, virtual engagement etc

Not required

Disease Statistics & epidemiology. Clinical Research opportunities to resolute this Pandemic.

Projektmanagement Remote Interaktion

PTSD Chronic diseases management during COVID-19 How to prevent the COVID-19?

Time management

Technical skills Communication skills and speech prioritization during a virtual meeting

How to use the different platforms available for virtual interactions

## Response

I guess that there is, but I do not know yet anyone.

How to relate any topic to be relevant in the current situation, i.e. how to manage pts with xyz disease and covid-19, research on various compounds against covid-19

Tips on how to keep your audience engaged during a virtual meeting would be useful

How to approach KOLs proactively knowing they are likely busy with critical care.

How to interact with infectious diseases KOLs

Post-COVID-19 interactions

virtual engagement training

Nope

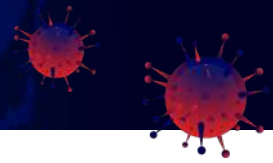
Specifically related to the COVID situation and patient treatment

Best practices to demonstrate value internally to colleagues (training, etc)

Getting buy in from kols to do virtual meetings How much engagement is too much?



## GLOBAL Results - MSL Activities During the COVID-19 Pandemic



### Response

Use the technological tools (zoom, webex, ..) with their full potential, find ways to increase engagement during virtual meetings

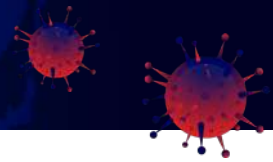
Yes we have planned a digital training for KOL AND speakers

how to

COVID-19 is a priority for most hcps right now

Mental Health during Pandemics





## What do you think will be the long-term impact or changes to the MSL profession as a result of the COVID-19 pandemic?

### Response

Lay offs

Kol relationship

Face to face

The possibility of changing interaction

I don't think that there will be any long-term changes

Minimal

More virtual engagement on the long term

Adaptation to virtual meetings with KOLs

Virtual meetings will now be integrated routinely as KOL engagements.

I believe that the role may become more important

Improved use of virtual tools

Consolidation of virtual communication tools

This is a chance to become more effective in virtual KOL interactions

### Response

correlation between covi19 and patient management

Legacy remote working behaviors

face to face meetings

Companies may realize that they do not need as many field personnel

not sure

More virtual interactions

Unless we disrupt clinical work none

Reduce team size

Greater proficiency in virtual connectivity and less reliance on in person interactions to build relationships and share information

In field interactions and HCPs availability to meet longer face to face.

1:1 mtgs limited

virtual

### Response

F2F

not relevant

Remote interactions will have a more important role in the MSL diary work and companies have to adapt the metrics and objectives to include remote engagement.

Maybe F2F meetings could be reduced

MSL could be considered optional position

Less MSLs hired

Virtual KOL engagement will increase

No impact

not clear

We need more virtual engagement expertise.

More digital interactions and less travel so the resources can be minimized

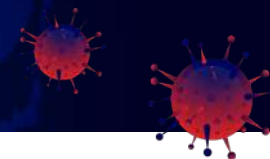
Increase of virtual engagement rates

new ways of approach

More digital contacts with HCP,



## GLOBAL Results - MSL Activities During the COVID-19 Pandemic



### Response

Manner used to communicate. Virtual will need to be more used and so it will become more "friendly" for everyone including KOL

Reduction of employees

Lost my job

Preparar la relación con temas virtuales para contingencias futuras

More virtual activities

A reduction in the number of MSL team

Difficult to forecast right now. Maybe some lasting difficulties of engagement due to physicians being overworked.

Flexibility on having face-to-face meetings or virtual meetings

The numbers of MSL team members will be decreased. If a MSL cant make a interaction or travel, companies will fire out all of MSLs

None

Face to face meetings

### Response

I'm not sure but there will be "an Before an After"

Digital activity increase

Medical will provide stronger links within business. MSL will be part of the strategy to enable clinical teams affectively treat patients with limited resources

Nothing

Assertive communications skills on a digital way

Consider to do more virtual contacts and meeting than face to face

Imply in new ways to work (reduced number of team members)

Safety issues during travels

Further limitations of face to face contacts

More virtual tools being used

Virtual Engagement and digital tools

### Response

Virtual meetings with KOLs instead face2 face will be one of the major impacts while economy is recovering

A significant portion of the MSL role will shift to digital, if not completely

Greater relevance and improved efficiency in efforts with KOLs

the collaboration to distance with KOLs

Reduce Numbers F2F I/Group call Meeting

Increased virtual meetings use

I am not sure

Not sure. Maybe more virtual meetings will become part of a MSLs daily activity

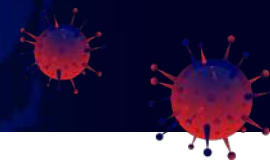
Digital will be mainly utilized

If confidence and trust is broken, long term relationships can be damaged

??



## GLOBAL Results - MSL Activities During the COVID-19 Pandemic



### Response

Hopefully, I hope the MSL's performance metrics change. Perhaps this is an opportunity to prove that our job has to have qualitative metrics rather than quantitative.

Virtual communication

Virtual meetings

To develop digital communication according KOL profile

There might be changes in engagement with our different TAs due to the result of the COVID-19 pandemic

Se encantarán otros medios de comunicación sin embargo el impacto real se verá en meses

More virtual interaction with KOLs

I dont know

I think that companies Will be more flexible to virtual meetings and full time "virtual" MSLs

Working from home on a permanent basis

Might affect the KPI achievements

### Response

the importance and high impact of virtual interaction

At the moment I see two, 1) HCPs will realize that they don't need to see us for their information especially since major conferences are not going virtual 2) Companies will mandate a higher rate of virtual meetings

Being open to virtual interactions

Access to health care facilities will be limited. Virtual engagements might become the new standard for a select nr of KOLs.

Clinics might not reopen for external contact without clear benefit

Executive MGMT could unfortunately have the idea the Cost-Benefit-balance of Virtual meeting is better than Travel Times and expenses. But the direct contact on site will never ever be substituted adequately by virtual meetings. Fortunately, HCP's agree predominantly on this.

### Response

Yes

Increasing the virtual engagement

All kol scientific meeting have been postponed

I don't know

more focus on value added interactions

Doctors will be more open to virtual Interactions

a new way of working and understanding of our role

We should look for other sorrt of interactions: digital/virtual

More virtual working

3 months

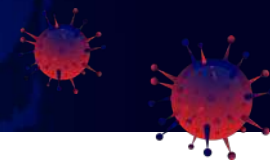
Doctors will have more experience with virtual meeting tools

virtual KPIs

Virtual interaction shows be effective with KOLs that lives in distant parts of Brazil. This can be a useful tool for the interaction with this KOL



## GLOBAL Results - MSL Activities During the COVID-19 Pandemic



### Response

Lack of engagement due to the cancelation of meetings

More virtual work

Probably more virtual interactions

maybe more virtual meetings

More virtual interaction

More requests on COVID19 related to disease

new metrics be implemented, virtual meetings will be more in focus

Open a new way of communication

Movement towards more virtual events

Reduced job opportunities and salaries

New ways of engaging with KOLs and new ways of analyzing KPIs and metrics

Less face to face interaction

Not sure yet

If we adequately support physicians at this time, we can become a source of accurate and timely information, as well as medical support

### Response

It may trigger lateral move to other supporting functions such PV, clinical trial, quality., or creation of new positions with a new scopes.

Cancelled annual conferences and lost high yield face time opportunities with KOLs.

Virtual KOL engagement will gain more importance

More usage of virtual meeting platforms such as Zoom

I do not think there will be a change to the MSL profession

is not possible identify a new scenario

It is not possible realize the possible scenario

We will work less field bases and more home office (more efficient KOL virtual relations

Digital transformation

new KPIs will appear related to remote visits, especially with remote regions

I think it will open the door for virtual engagements going forward.

### Response

There will be none

Reduction of field activity

travel activities will be reduced as the value of virtual meetings/engagements etc, is obvious and it works very well and are more effective (shorter meeting times)

Shift to digital

Changes in the relationship with KOL

The real inclusion of the virtual interactions

Less MSLs and more virtual interaction with KOLs

More virtual meetings

Virtual interactions

Virtual interactions will increase.

Decrease the número of interaction

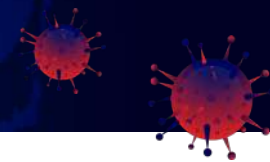
More virtual engagement for a long time changing into a more virtual setting

Companies will benefit virtual meeting and not need MSL support.

Slowing of activities



## GLOBAL Results - MSL Activities During the COVID-19 Pandemic



### Response

Adapt more to digital tools and more digitization of activities

Virtual meetings and activities will be used more frequently in the future as a result

It is an opportunity to us to leverage more on digital channels with our KOLs, after they get used to them during this period :)

It will not be a field job anymore

Less conferences

Less contact, difficult to organise meetings/events and less sales

Adaptación a nuevas formas de interacción con nuestros KOLs y HCPs

Virtual interaction being the norm. difícilte toi answer

MSLs will be more value as a result of internal virtual training

Face-to-face importance could go either way. More or less. Time Will tell and HCP's will set the scene

### Response

More interest in new communication channels. Potentially less interest in sales interactions.

Increase of the use of virtual tools

Virtual Engagements would be the order of the day

More virtual engagements. Changes in the KPIs.

less F2F contacts

More virtual meetings with KOLs

Change KPIs

Reduce MSLs and go digital

More virtual skillset required

dismissal

six months

It would be gauged with some more time

Less frequency of visits

More Multichannel

Maybe, more virtual meeting with KOL in the future

### Response

The way we engage KOLs

Openness for HCPs to do virtual meeting

Cross functional work

More virtual projects and less budget to travel

Change in the tools through which we interact with KOLS

We will have more capabilities to deal with situations that the face-to-face interactions is not possible, also other opportunities inside the company that MSL is able to collaborate more than in the reality before COVID-19 pandemic..

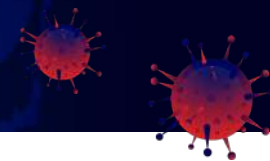
More virtual KOL engagement and less F2F time and activities, virtual conferences will repalce F2F ones, less business travel

The uptake for virtual meetings will be accelerated

Postpone activities and create some congestions



## GLOBAL Results - MSL Activities During the COVID-19 Pandemic



### Response

KOLs will likely be less willing to meet with the sales force and rely more on MSLs to get the key information they need.

Building on restarting the HCP interactions and whether that will ultimately become more virtual and less face to face

F2F won't be the main interaction type any longer

The danger of not contributing internally

Cannot answer at this time

unknown

Virtual meetings will become kpi

Lay off

Not sure maybe virtual working will become more frequent but in my country people tend to prefer personal meetings

More openness to use virtual platforms to connect with kols

Decreased face to face

### Response

F2F meetings can be replaced by virtual meetings

Maybe we are going to be like iMSL/eMSL

Budgets, access shortly post covid

Don't know, but will be

New Normal





[facebook.com/MedicalScienceLiaisonSociety](https://www.facebook.com/MedicalScienceLiaisonSociety)



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