

# Europe Medical Science Liaison



## Competitive Benchmarking of Leading Pharmaceutical Companies' Strategies for Leveraging the Medical Science Liaison Function in Europe

2020 Edition



France



Germany



Italy



Spain



UK

Accurately measuring the effectiveness of field Medical Affairs personnel has been a long-standing challenge for pharmaceutical and biotech companies. Through primary research techniques, skilled competitive intelligence professionals at PharmaForce International have uncovered the quantitative and qualitative metrics employed at a wide range of companies in order to evaluate their field Medical Affairs personnel.

Allow clients to analyze the commercial functions of Medical Science Liaison (MSL)-related personnel of target pharmaceutical companies in terms of:

- Key changes since the previous report
- General overview of evaluation approaches by country in the executive summary section
- Strategic approach to the MSL function
- Size and structure of MSL forces
- Reporting structure
- FTEs by therapeutic category
- Key roles of personnel
- Number of regional versus national KOLs/Thought leaders (TLs) covered
- Qualifications by title
- Compensation of MSL personnel

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