

Non-Research Opportunities in the Pharmaceutical Industry

A Focus on the Medical Liaison role



Michael Stevenson, Ph.D.
Regional Director, Scientific Affairs
CNS Therapeutic Area
AstraZeneca LP

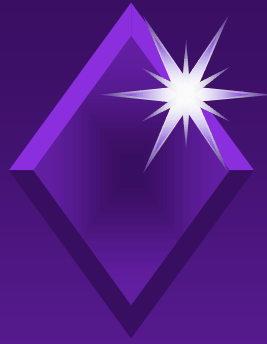
Ph.D. Career Panel
SACNAS Conference
October 23, 2004

© M. Stevenson



Types of Scientific Roles in Industry

- ◆ Basic Research
- ◆ Clinical Development (study design and administration)
- ◆ Health Economics/Outcomes Research
- ◆ Medical liaison for in-line (commercial) products (MIS)
- ◆ Medical liaison for Investigational New Drugs or pipeline products (PDS)
- ◆ Others



Medical Liaison role aliases

- ◆ Medical Information Scientist
- ◆ Regional Medical Liaison
- ◆ Clinical Liaison
- ◆ Scientific Liaison
- ◆ Medical Science Liaison
- ◆ Therapeutic Liaison
- ◆ Etc.....



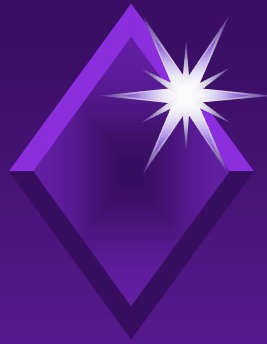
What is a MSL?

- ◆ A scientific expert who is charged with developing peer-to-peer advocacies with identified medical thought leaders and delivering highly credible, advanced scientific information
- ◆ A number of characteristics are critical in meeting this.
 - ◆ Scientific expertise a must.
 - ◆ Disease state and product expert
 - ◆ Good communication skills.
 - ◆ Can work effectively in team environment.
 - ◆ Ethical



What is a MSL?

- ◆ Come from a variety of disciplines (Ph.D., PharmD., R.Ph., M.S.,).-Doctoral level becoming minimal requirement
- ◆ Assigned to specific therapeutic areas in which there are marketed products.
 - ◆ Example: CNS, GI, CV, Respiratory, Oncology, etc.
- ◆ A supportive role and training resource to the field sales organization.



Medical Science Liaison

- ◆ Develop and manage peer relationships with medical opinion leaders.
 - ◆ Build advocates for products, company, services
 - ◆ Assess and address the educational needs of your customers
 - ◆ REACTIVELY discuss off-label use of your product(s)
 - ◆ Ex. Atypical antipsychotics, oncology drugs
- ◆ Champion investigator-initiated research projects.
 - ◆ Post-marketing; competitive review process
 - ◆ Meet customer's and company's needs



Medical Science Liaison

- ◆ Provide product and disease state training to sales force.
- ◆ Provide relevant clinical information to formulary review committee members.
- ◆ Attend scientific meetings.
 - ◆ Maintain knowledge base
 - ◆ Interact with key customers
 - ◆ Competitive information/intelligence



Medical Science Liaison

- ◆ Provide scientific content and perspective for development of promotional materials.
- ◆ Assist in development and management of advisory boards.
 - ◆ Input from medical opinion leaders concerning commercialization issues.
- ◆ Identify potential in-licensing opportunities.



How do we differ from Sales?

- ◆ As opposed to sales representatives, field scientists:
 - ◆ Are not salespeople
 - ◆ Do not carry samples or promotional materials
 - ◆ Have preferential access to high-level databases and electronic tools (*i.e.*, Medline, proprietary software, etc.)
 - ◆ Develop a peer relationship with customers



What are our similarities?

- ◆ However, field scientists are viewed as promotional personnel by the FDA and are generally bound by the same regulations as sales representatives.



Compensation

- ◆ Market Reference point
- ◆ Total benefits package



Where are the job openings?

- ◆ www.mslquarterly.com
- ◆ www.monster.com
 - ◆ “medical liaison” = 209 hits
- ◆ www.hotjobs.com
 - ◆ “medical liaison” = 109 hits



Comments

- ◆ First and foremost, know the company that you are seeking employment with
 - ◆ Culture (e.g. David Franklin)
 - ◆ Reporting structure
 - ◆ Developmental opportunities
- ◆ Be patient....corporate wheels turn slowly
- ◆ Flexibility dramatically improves your chance to interview
- ◆ The future of the liaison role