Fact Sheet

Medical Science Liaison

Why Medical Science Liaison?

The detection of medical scientific and/or protocol-related specific issues in clinical studies and the exchange of this information between sponsor and medical professionals is due to a lack of resources or insufficiently established communication lines often poorly managed, inadequate and slow. This leads to delays in study conduct and data clarification, inefficient time management, costly processes and dissatisfied investigative sites. Frequently, a function is missing that combines medical-scientific knowledge, project leadership skills but also a strategic view of marketing requirements.

What We Can Do for Our Customers

The scientific qualifications and experience of PPH plus Medical Science Liaisons (MSLs) in clinical research enable them to establish solid relationships with global, national, and regional thought leaders and staff at clinical trial sites. The PPH plus MSL acts on behalf of our customers establishing a professional medical-scientific relationship with investigators involved in the various phases of clinical research and product development. Our MSLs share clinical information on a peer-to-peer basis.

Our Medical Science Liaison serves as a link between our customers' relevant units such as Clinical Research, Clinical Operations, Medical Affairs, Medical Information, Medical Marketing and Sales on one side and their external customers on the other side. It is the function of our MSL to represent the sponsor of the study vis-à-vis the investigators regardless whether or not they are thought leaders.

In particular, our MSLs are prepared to assume complete or partial responsibility for the following tasks and duties in clinical trials as well as in marketing activities:

- Representation of the sponsor vis-à-vis the investigators during clinical trials
- Work as a mediator between study teams and trial sites to exchange and provide medical-scientific and trial-related information and support
- Respond to scientific and trial-related inquiries from the trial sites and, thus, develop relationships with health care professionals
- Establish and maintain good working relationships with investigators and study team members, thus, supporting clinical research activities

Fact Sheet

Medical Science Liaison

- Support feasibility procedures at study set-up
- In-depth analysis of root causes for slow recruitment at study sites and provision of recommendations for issue resolution
- Establish and moderate Data Safety Monitoring Boards in clinical trials
- Evaluate relevant medical scientific information and literature
- Coordinate the flow of clinical information and manage key opinion leader relationships
- Prepare and conduct product and disease state education for selected physicians and patients
- Address and identify current clinical issues and new data pertaining to a defined indication/therapeutic modality
- Identify physicians with particular clinical experience and expertise and novel research concepts within identified therapeutic areas of interest to the customer
- Exchange medical-scientific information, overall product and scientific data between sponsor and medical professionals
- Identify and contact qualified speakers, investigators, or consultants to participate in company-sponsored activities as requested by the customer

Customer Benefit

Due to their medical background, scientific qualifications and expert knowledge, PPH plus MSLs are the perfect link between the sponsor and the involved trial sites. A close relationship between sponsor and trial sites improves the flow of information and, thus, the detection, communication and resolution of trial- or product-related issues, safety concerns and inhibiting factors for the timely progress of clinical trials. By this, clinical trials will run more smoothly saving time, resources and money. Concurrently, PPH plus MSLs appropriately address marketing objectives.