

35 MSL activities you'll be glad you did

1. Review your KOL plan; is it still up to date?
2. Brush up on your MS Excel skills, using a free eLearning or Youtube video
3. Send an email, handwritten note or bunch of flowers to your cross functional infield partner, thanking them for something they did, or just simply for who they are
4. Clean up your mailbox
5. Write an introduction email to one KOL you have not yet (dared to) contact (and then send it!)
6. Reach out to one of your fellow MSLs and share some best practices together
7. Update your LinkedIn profile
8. Try to describe your role and added value for your KOLs in 3-5 sentences so that you can use it in your next introduction
9. Catch up with recording your interactions in the CRM (remember: if it's not in the CRM, it didn't happen)

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10. Brainstorm for a project that could benefit patients, the HCP and your team. Think out of the box
11. Review your Medical Plan: how are you tracking? Is it still up to date?
12. Sit down with a strong cup of tea, put on some music and get up to date with all those compulsory internal eLearnings
13. Map out your career path and think about what you need to learn to get there
14. Spend some time learning about Medical Affairs, listening to a podcast, watching a webinar or reading a white paper
15. Write down what your goals are for your next KOL appointment and how you are going to achieve them
16. Read up on the latest literature
17. Reach out to a colleague to see if they're ok
18. Get on the internet and try to identify at least 3 HCPs who may be Rising Stars

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19. Talk to one of your cross functional colleagues to further understand their needs and ask them what they think YOUR needs are (you'll be surprised 😊)
20. Install two-factor security for all your important accounts such as WhatsApp, gmail, LinkedIn etc
21. Spend some time on the internet following the digital trail of your KOLs, increasing your understanding of them
22. Catch up on your expense reporting
23. Update your social media listening by opening a twitter account (remember: no work-related twittering allowed, only lurking and listening!)
24. Clean up your desktop
25. Get on the internet and try to identify at least 2 Digital Opinion Leaders in your TA
26. Spend some time watching Youtube video's on Powerpoint tips and tricks (check out my favourite: the "morph transition")
27. Breathe in, breathe out. Go for a walk
28. Do a deep dive in a medical topic that you have been getting questions about; put together a PPT or word document with all the information and references so that you can share it easily from now on

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29. Ensure you have stored any important documents and information in easy to find folders on the company's drive (as opposed to in your email or desktop)
30. Call your Market Access colleagues and ask them to finally explain something to you that you have been wondering about for a while now
31. Make a list of your achievements of the last few months. And not just the big ones, but the small ones as well. Do not stop until your list contains at least 15 points
32. Identify one or two key internal stakeholders (eg your Global TA lead, R&D Director, Medical Excellence Manager) you want to add to your network and reach out to them
33. Clean up your desk
34. Deep dive into the website of the National Society of whatever TA you are in: who are active members, what are they doing, what do they feel is important?
35. Print out and/or save the certificates of all trainings/congresses/events you attended in the last years. This is your education portfolio

