



Activities and responsibilities	For the “perfect” MSL feels like:	For the “perfect” Medical Advisor feels like:
Expanding the KOL network	So much fun to meet new interesting people	A bit awkward having to introduce yourself and start a conversation
Being on the road from hospital to hospital	Yay! Freedom! Hours in the car! New environments every time! I love my life!	Sometimes lonely and frankly slightly scary
Writing a literature update on newest data	Mmmh the science is interesting and I am keen to be up to date, but do I really need to make a summary? What is this? High school?	I just love to know the latest data, weigh it against the body of evidence and then make sense of it so that others can also understand it!
Organising an Advisory Board	Great opportunity to gain insights and reinforce relationships	Great opportunity to deep dive into the science and get the opinion of the experts
Their agenda	I love how I can organise my own agenda and plan my own appointments	I love cross functional meetings where I can discuss plans and insights with my colleagues
Going to a congress	Can't wait to meet all these new people and build by network	Can't wait to hear the latest data and discuss what that means for patients



Activities and responsibilities

For the “perfect” MSL feels like:

For the “perfect” Medical Advisor feels like:

Medical Planning

I’ll happily provide insights but have no time for this process. I’ve got a KOL meeting to go to, which is way more important

Yes! The perfect opportunity to really think this through and have strategic impact on the plans

Compliance review

No! Just no!

This is where I can make a great impact by ensuring compliant, balanced materials while keeping business goals in mind

Data generation

Great! Let me go and find the perfect investigators for this study and educate them on the study, which will ensure successful execution!

Great! Let me think about the methods, best endpoints, inclusion criteria and other important factors, which will ensure solid outcomes!

Their cross functional colleagues

I love working with my infield team members; we meet on the road on a regular basis and really support each other (compliantly ofcourse) in providing the best information and experience to our HCPs

I’m a real team with my marketing, market access, regulatory/PV and other colleagues. We understand each others needs and support each other (compliantly ofcourse) in ensuring the right actions for our patients

Their Medical Affairs colleagues

I love how my Medical Advisor keeps me up to speed of the strategic plans and newest scientific data. Could not do this without him/her

I love how my MSL is in the field, building partnerships and executing activities and gathering insights. Could not do this without him/her