



## Best Programs & Best People

### Best in Class Medical/Clinical Science Liaison Customer Insights 2020

Medical/clinical science liaisons represent an essential link between manufacturers and customers by objectively communicating complex scientific information to demonstrate product value. HIRC's report, *Best in Class Medical/Clinical Science Liaison Customer Insights*, provides nominations of the best medical/clinical science liaisons, as well as the descriptive factors that operationally define the best-in-class. The report addresses the following questions:

- Which very large, large and mid-size firms' medical/clinical science liaisons receive the most best-in-class nominations?
- Which medical/clinical science liaison attributes operationally define the best-in-class?
- How do managed markets customers expect the role of medical/clinical science liaisons to evolve?
- Which key issues should medical/clinical science liaisons be prepared to discuss in 2020 from the customer's perspective?

**Key Finding:** To foster relationships, managed markets panelists expect medical/clinical science liaisons to discuss (1) actionable "real world" data to prove value of products, (2) comparative effectiveness research, and (3) a full range of therapy options & standard of care.

### Medical/Clinical Science Liaisons from Boehringer Ingelheim are Most Frequently Nominated as Best-in-Class

HIRC queried 91 commercial health plan and pharmacy benefit manager key decision-makers to learn which pharmaceutical firms' medical/clinical science liaisons are best-in-class. Boehringer Ingelheim leads with the most best-in-class nominations from managed markets panelists.

LEADERS IN BEST-IN-CLASS  
MEDICAL/CLINICAL SCIENCE LIAISON NOMINATIONS 2020

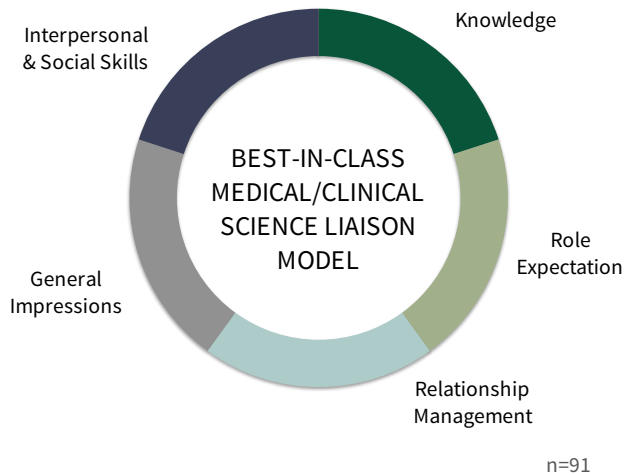
OVERALL RANK	TOP MANUFACTURERS	# OF BEST-IN-CLASS NOMINATIONS
1	Boehringer Ingelheim	9
2*	Johnson & Johnson HCS	7
2*	Novartis	7
2*	Novo Nordisk	7
5*	Biogen	6
5*	Merck	6

n=91

The full report provides a complete listing of best-in-class medical/clinical science liaison

## Five Factor Categories Operationally Define Best-in-Class Medical/Clinical Science Liaisons

Managed markets customers were asked to explain their rationale for best medical/clinical science liaison nominations. Analyses reveal that their evaluations fall within five key descriptive factor categories: (1) Knowledge, (2) Role Expectation, (3) Relationship Management, (4) General Impressions, and (5) Interpersonal & Social Skills.



The best medical/clinical scientific liaisons are often described as (1) demonstrating deep product knowledge, (2) acting as information providers of best practices, market intelligence, and clinical insights, and (3) demonstrating knowledge of customers' business model, strategic imperatives, and operational needs.

## Research Methodology and Report Availability

In December 2019 and January 2020, HIRC surveyed 91 key decision-makers from commercial health plans and pharmacy benefit managers. Online surveys and follow-up telephone interviews were used to gather information. The complete report, *Best in Class Medical/Clinical Science Liaison Customer Insights*, is available now to HIRC's Best Programs and Best People subscribers at [www.hirc.com](http://www.hirc.com).

The Best Programs & Best People Service provides strategic and tactical information to assist pharmaceutical manufacturers in maximizing the impact of their account managers, medical science liaisons, and value-added marketing programs. This service provides insights into the skills and attributes critical to account manager and medical science liaison success, as well as guidance for the development and implementation of support resources that meet customers' evolving needs. For subscription information please contact:



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HEALTH INDUSTRIES RESEARCH CENTER (HIRC) is an independent, nonpartisan organization that conducts strategic market research on trends in health care, pharmaceuticals and managed care businesses. HIRC's benchmark studies focus on the marketing needs of pharmaceutical companies by providing research critical to the development of successful customer-focused marketing strategies.

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