

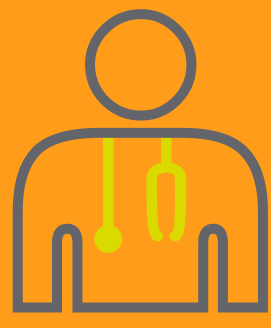
# MSL Outlook: What is the Future of Field Medical Affairs?

Get insights from medical leaders. ➤

## Field Medical Affairs is Core to Life Sciences Strategy

↑ **20%** GROWTH IN MSLS IN 2017

## The Face of the MSL is Changing...and so is the HCP



>**51%**

OF HCPs  
TODAY ARE  
MILLENNIALS



>**75%**

OF WORKFORCE  
WILL BE  
DIGITAL NATIVES  
BY 2025



**96%**

OF HCPs ARE INTERESTED IN  
**VIRTUAL EVENTS AND WEBINARS**

New content can improve patient outcomes. Learners retain 10% of what they hear, but up to 75% of interactive material.

## The MSL's digital toolkit includes



Online meetings



Webinars



Email



eMSL



Interactive  
educational content

## HCPs want to engage with MSLs—when they get value



**81%**

of HCPs prefer specific types of content,  
across all channels

Top companies ask HCPs what they want

## Tailor your engagement plan

Ask your KOL about their:

- Long-term scientific and professional goals
  - Channel preferences
  - Collaboration interests
- Events | Trials | Publications



**Make it part of  
their CRM profile**

“Gathering insights in a system and structuring them within CRM allows for **more meaningful interpretation of data**. HCP engagement information across all of our channels automatically becomes part of the HCP profile, so we have the foundation of data we need to **continuously improve** the HCP experience.”

Lauren Blair MSL, AZ

AstraZeneca 

Want best practices for empowering your MSL team?

[Learn More >](#)