

iNIZIO
ENGAGE

Medical Science Liaisons.

Fostering trusted relationships through accelerated and tailored MSL solutions designed to convey timely scientific information and gather meaningful insights.

www.inizioengage.com



Because every interaction matters.



Our MSLs are performance-driven and dedicated to providing clients with the expertise, scientific exchange, and quality insights they need to engage stakeholders globally

Using our expertise in design and methodology, we have developed and deployed programs, small and large, that include strategy, KOL identification, MSL training, field execution, and data analytics across a wide range of therapeutic areas and geographies

Speed, Scale & Expertise

360° Project & Performance Management

Enable Impactful Scientific Exchange

Optimize MSL Impact and Efficiency

Streamline Resourcing and Expand Reach with a Strategic Partner

The role of Medical Science Liaisons (MSLs) has evolved significantly over the years, transforming from being primarily information providers to becoming strategic partners in the healthcare and pharmaceutical industries.

With the changing landscape of healthcare and the increasing complexity of medical advancements, the role of MSLs has expanded to encompass several critical functions such as building strategic partnerships, data interpretation, advisory functions, and more.

The evolution of the MSL role from information providers to strategic partners underscores the importance of their contribution in the healthcare industry.

Outsourcing MSLs brings scalability, expertise, cost efficiency, and strategic advantages that align with the evolving demands of the industry, making it a valuable approach for pharmaceutical companies seeking to maximize their impact.

Quality & Compliance, covered

Through technology-enabled infrastructure, systematic and rigorous approach to recruitment, training, performance management, and professional development leading to the demonstrated value of the MSL teams.



We are a collaborative partner in engaging the scientific and medical communities to achieve your business objectives.

We enable quality interactions, build essential relationships, and provide actionable scientific insights to help improve patient care.

Our unique methodology

Design

Our expertise allows us to quickly navigate **geographic and profile requirements**, building an MSL team of top talent that will meet your strategic objectives.

Optimize team using a **data-driven approach** to deliver KOL mapping and territory strategy.

Identify

Our **real-time recruitment** model, diverse candidate sourcing approach, and profile matching streamlines alignment of candidates to program needs.

Comprehensive screening process designed to evaluate key competencies, behaviors, and assess skills.

Deliver

Our **performance-driven metrics** meet client and corporate goals.

Extensive field operations to support onboarding, training, and technology fit for purpose for MSLs (Veeva Medical).

Track progress

Our **360 performance management approach** tracks progress for impact - qualitative and quantitative results, and actionable insights gathered.

Collaborative feedback and monitoring model; Ashfield accountability for all employment related matters.



To foster relationship building, an MSL must have more than a scientific pedigree. The MSL must be one who can carry on **conversational medicine** – someone who has the soft skills and **emotional intelligence** to engage.

-Jeff Vaughan, [Director, Field Medical Science](#)

Jeff is a highly experienced professional in the healthcare and pharmaceutical industry with more than 18 years of expertise in Medical Affairs. Currently, he is leading the Medical Affairs division at Inizio Engage, where he drives organizational success and strategy with a specific focus on Medical Science Liaisons. Jeff has a wealth of experience in this area, having served for over 15 years in field and director-level MSL positions, supporting numerous pre-launch and launch initiatives across various therapeutic areas, including Immunology, Infectious Disease, Vaccines, Hematology, Rare Disease, and Cardiometabolic diseases. Jeff's extensive knowledge and expertise in the Medical Affairs field have led him to author numerous articles and participate in several podcasts on growth development in the MSL space, establishing him as a highly respected and influential thought leader within the industry.



About Inizio Engage

Inizio Engage is a strategic, commercial, and creative engagement partner that specializes in healthcare.

Our passionate, global workforce provides bespoke engagement solutions via a unique combination of consultation, creation, and activation expertise.

We augment our local expertise and a diverse mix of skills with data, science, and technology, to challenge convention and deliver experiences that create lasting change. It's how we're reimagining the way our clients engage patients, payers, people, and providers to enhance treatment outcomes and improve lives.



To explore more Medical Affairs solutions, contact:

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