


Making a Case for Targeted MSL Training: An Interactive Panel Discussion



Are you offering your MSL team the right mix of training strategies for optimal performance?

Our panel of industry experts offers their unique insights into what works



Panel Member:
Mary Myers

Director Training & Development,
Bayer Healthcare



Panel Member:
Matthew Grapes

Associate Director of Learning & Development for Medical Affairs (Europe, Middle East & Australia),
Gilead Sciences



Panel Member:
Dharmik Desai

Associate Director
Medical Affairs, Alkermes



Moderator:
Mark Menichini

Director of Business Strategy,
Springer Healthcare Training

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Introduction: The training landscape is in constant motion between formal and informal learning methods with the overarching goal of making learning stick. This panel discussion will explore the use of various learning strategies to support MSL teams for optimal performance.

Since 2010, Springer Healthcare has partnered with forward-thinking scientific learning teams across a variety of therapeutic areas to successfully design, develop and deliver training solutions targeted to the needs of MSLs.

During this panel discussion the following questions will be considered:



What are the differences between formal and informal learning strategies?



What are the advantages and disadvantages of using tracked assessments for MSLs?



What kinds of environments lend themselves to informal approaches to learning?



How does the MSL learning audience differ from the sales representative audience?



What design strategies need to be considered in developing learning solutions targeted to MSLs?



What strategies can be employed to ensure relevance for a global MSL audience?



What challenges do organizations face in funding MSL training?



What are the critical success factors for MSL training?



What are some of the challenges involved in successfully designing, developing and delivering custom content targeted to MSLs?

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Springer Healthcare Training supports Medical Science Liaisons (MSLs) by elevating their capacity to proactively engage in the scientific exchange. We recognize that MSLs have the scientific foundation needed for their roles, but their performance can be enhanced with product-specific, patient-centric knowledge and presentation support.

Our training resources are backed by the leading scientific heritage of Springer Nature, a trusted provider of medical publications. With this unique access, Springer Healthcare Training specializes in creating content and tools across all therapy areas to support MSLs with custom solutions based on your organization's specific needs.

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For more information, contact:

Mark Menichini

e: mark.menichini@springer.com

t: +1(267) 275 4446

training.springerhealthcare.com