



**Workshop Title:  
Making a Case for Targeted MSL  
Training, a Panel Discussion**

**Tuesday June 14, 2016  
Magnolia 1 – 4:15-5:45**

# GxP Track: Discovery to Commercialization

- Format: Panel Discussion

- You the audience

Audience collective response using ARS  
through the iPhone.

Text: SPRINGERLTEN to 22333



# Mary Meyers

**Mary Myers joined Bayer in September 2013 and named Director Training & Development for Bayer Healthcare.** This position was redesigned to support Bayer from a platform configuration which aligned to the Human Resources Talent Management program. Mary brings a combination of strong leadership credentials and diverse corporate and military leadership to the organization. In this role Mary leads a team of 35 responsible for the training of the BHC commercial organization. Prior to joining Bayer, **Mary served as Director Training and Development at Eisai Pharmaceuticals.** Prior to Eisai, she held several senior leadership positions at Purdue Pharma. **She is retired from the US Army as a Major** in the Transportation Corps. She has over **20 years of leadership expertise** with a special focus on developing talent, training and leading in tumultuous times. Her blended leadership experience from both military and civilian positions provided a strong foundation of how to get things done through others. **Mary is currently the President of L-TEN** :Life Sciences Trainers & Educators Network and is a member of ATD and the Women's Memorial in Washington DC. **She has two Master's degrees:** an MBA from Babson College and a Master of Science in Human Resource Management Development from Chapman College. She graduated from Douglas College in New Brunswick NJ with a Bachelor Degree in Biology.



# Matthew Grapes

**Matthew Grapes is Associate Director of Learning and Development for Medical Affairs (Europe, Middle East & Australia) at Gilead Sciences.** He is responsible for the training of medical affairs across that geography for all therapeutic areas, including MSLs and Country Medical Directors. Prior to joining Gilead, he has worked at a number of pharmaceutical companies in **clinical research and medical affairs including Schering-Plough, Eli Lilly, Pfizer and Bristol-Myers Squibb.**

**Matthew received a Ph.D. in Biochemistry from Imperial College, London, and went on to be a postdoctoral fellow at McGill University in Montréal**



# Dharmik Desai

**Dharmik is the Associate Director of Medical Affairs for Alkermes in Waltham, MA.** Most recently Dharmik has been the Medical Affairs lifecycle manager for VIVITROL, Alkermes leading product for helping patients overcome alcohol and opioid addiction. Part of that responsibility was to hire, training and deploy a full MSL team to represent the company here in the US. Dharmik is now engaged in a new product launch to take place in early 2017 for Alkermes. Prior to joining Alkermes, he has worked at a number of pharmaceutical companies **including Sunovion and Astellas.**

**Dharmik received his B.Sc as well as his Pharm. D. from the University of Connecticut**



# Mark Menichini, Moderator

**Mark is the Director of Business Strategy, Springer Healthcare Training** and is a key component of the Training team. Mark brings a unique perspective to uncovering, developing, and delivering solutions to his clients. **He is client centric with a singular focus of quality solutions.** With over 15 years in pharmaceutical marketing and training solutions, his “outside the box thinking” has brought creative and timely solutions to his customers.



# Learning Objectives

At the conclusion of this workshop you should be able to:

1. Describe the differences between formal and informal learning strategies
2. Describe how the MSL learning audience differs from the sales rep learning audience
3. List at least 3 possible strategies and three critical success factors for creating effective learning content for MSLs



# Questions we will address

- 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 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?
- 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 ?





Let's begin by learning a bit  
about each other













Where are we going?

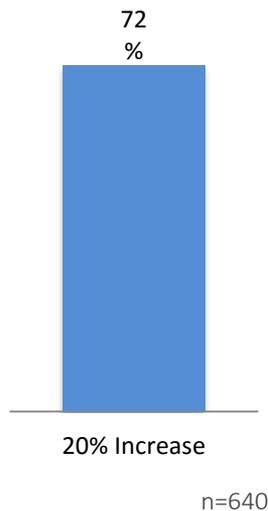


Talent Management

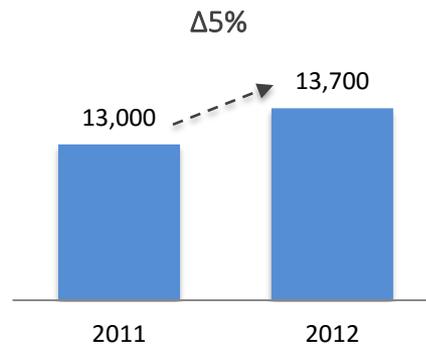
2015 MSL & MSL Manager Performance Survey

# Why Now?

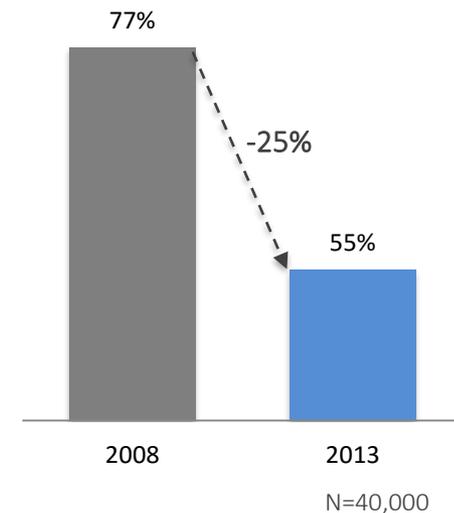
Expected Global MSL Growth  
in the next 1-2 years\*  
*MSLs & MSL Managers*



Growth of U.S. Oncologists  
2011 – 2012\*\*



Prescriber Accessibility Rates  
2008 – 2013\*\*\*  
*US Pharmaceutical Sales Reps*



As MSL growth → may result in less KOL access = maximize performance!

# Survey Overview

## Purpose:

What can MSLs and MSL managers do to boost their performance?

## Respondents:

- MSLs: 318
- MSL Managers: 175

**Geographic Representation:** North and South America, Europe, Africa, The Middle East, Asia-Pacific

**Company Types:** Small, Medium and Large Pharma; Biotech; Medical Devices; Diagnostics; CROs

**Preliminary Results:** Data compelling so far! (deeper analysis later)

# Competencies fit into 3 Key MSL Roles

Scientific & Technical  
Expert

“I have the required scientific, regulatory, and business knowledge to do my job well.”

Relationship  
Manager

“I understand and deliver the core elements of effective internal/external stakeholder service.”

Excellent  
Communicator

“I use my interpersonal and communications skills to add value for stakeholders and KOLs.”

MSL Managers find some roles more important than others in terms of impact on MSL success!







# How is MSL Training Different?

# How is the training different....

## SHC Recommendations.

- Deliver an advanced level of scientific knowledge to the MSL audience
- Use evidence-based instructional design strategies that have been proven to help people learn
- Use appropriate technology to help the MSL audience learn, apply and master training content
- Use sustainability tools to provide performance support and increase knowledge retention



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# In Conclusion

# Workshop Learning Objectives

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Thank you