



Content ('kən'tent') adjective, in Medical Affairs Excellence

The Scientific Exchange evaluates KOL interactions with MSLS, in confidence and with candour.

The Scientific Exchange – an **industry-first, initiative**, which is specifically **designed to inform** Medical Affairs engagement development, may be broken down into four distinct sub-sections:

- ✓ **Context**
- ✓ **Content**
- ✓ **Proficiency**
- ✓ **Feedback**

We looked at Context last week, now let's focus on the second - **Content**:

'Information made available by a person, website or other media.'

The Scientific Exchange seeks to understand the 'what' and 'detail' of the KOL:MSL discussion – **unprompted and without bias**.

Using the survey outputs, industry subscribers can **inform their day-to-day activities**, learning to deliver clarity, consistency and value with every KOL:MSL interaction, asking:

"Do you recall the name(s) of the therapeutic agent(s) discussed?"

Are your MSLS on point, delivering what's required?

Are your MSLS missing opportunities?

"To the best of your recollection, please summarise what was discussed for each product. What's top of mind for you?"

Is this what you want your KOLs to recall?

How can we prepare for the next meeting with them, to drive the discussion on?



The content-based questions are simple but are intended to feed internal discussions in Medical Affairs teams: *The Scientific Exchange* acts as a catalyst, informing Medical Managers, MSLS and Medical Effectiveness professionals' **development debate, practice, and improvement** – with real-world KOL-driven data.

4Sight RSD is an Australian company and is proud to offer this new initiative for Medical Affairs professionals. For more details, and to **pique your professional curiosity**, please contact scientific.exchange@4sightrsd.com