



Context ('kon.tekst') noun, in Medical Affairs Excellence

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

The Scientific Exchange – a new, 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**

Let's focus on the first - **Context**:

'The situation within which something exists or happens, and that can help explain it.'

Setting the scene for where, when and which company the MSL is from – including the duration of the interaction – helps to **inform and validate** questions such as:

"Are our MSLs engaging with target KOLs – and how often does the KOL recall seeing them?"

"Are they engaging face to face, virtually, or by other means – and are we developing them to be as effective in each communication channel?"

"How does the time we engage with KOLs compare with our industry peers – and can we train our MSLs to 'win' more time in deeper discussions with KOLs?"

Combining the context-based questions creates a **foundation for the engagement effectiveness**, challenging the KOLs recall of a specific event with your MSLs. Far from simply offering an 'assessment' or 'grade' for KOL:MSL interactions, *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