



**Feedback ('fi:dbak') noun, in Medical Affairs Excellence**

*The Scientific Exchange* – an **industry-first, initiative**, which is specifically **designed to inform** Medical Affairs professionals, consists **four distinct sub-sections**:

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

We last looked at Proficiency, now let's focus on the final sub-section – **Feedback**:

*'Reactions to a person's performance of a task, etc. used as a basis for improvement.'*

Making a **positive impact**, whether it's the first or tenth meeting in front of a KOL, and **leaving** a message that was "unbiased, factual, broad-based and objective scientific information, **tailored to the KOL' specific needs**" is the **gold standard aspiration** for an MSL.

*The Scientific Exchange* feedback sub-section captures **six key elements**, combining to define a benchmark for the '**ideal MSL call**':

- ❖ ***"Describe the interaction...."***
  - Was the content discussed on point and pertinent to the KOL?
- ❖ ***"What were the key attributes demonstrated by the MSL?"***
  - What skills, qualities, and professionalism did the MSL exhibit?
  - Are they focused on patient needs and Quality use of Medicines?
- ❖ ***"What happens next?"***
  - What actions were agreed (if any) and who will deliver them?
  - Did the summarise the key discussion points?

- ❖ ***“The value of the interaction – for the KOL”***
  - How much was the KOL’s knowledge enhanced – due to the MSL’s input?
  - Was the interaction worthwhile – for the KOL?
- ❖ ***“What resources were used?”***
  - Clinical papers, peer-reviewed media, company publications?
  - How relevant – to the KOL – were they really?
- ❖ ***“Engagement improvement”***
  - How can this MSL improve their interactions with KOLs?
  - What would an ‘ideal MSL’ be able to offer KOLs?

*The Scientific Exchange* questions, **seeking feedback**, may be used to **underpin MSL development** aspirations, **combining to build a profile** of what is – for the KOL:

### ***“What Good Looks Like”***

**Medical Managers, MSLs and Medical Effectiveness professionals** should use the data to understand the **impression their own people leave**, and areas they should **focus** their day to development dialogue.

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](mailto:scientific.exchange@4sightrsd.com)