



Proficiency ('prə'fɪnsi') noun, in Medical Affairs Excellence

The Scientific Exchange examines MSL interactions with your KOLs, **in confidence and with candour.**

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

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

We looked at Content on 5th February, now let's focus on the third section – **Proficiency**:

'The fact of having the skill and experience for doing something.'

The Scientific Exchange has been designed, **with the help of AI**, to examine the impact of MSLs with their KOL stakeholders. Using **key words**, which describe the role of an MSL, and the appropriate 'in-call' **core competencies**, together with a **weighted algorithm**, MSL **proficiency and 'impact' scores** are calculated, posing questions such as:

"How would you describe this MSL's proficiency gathering and incorporating feedback from healthcare professionals in your Specialty into their conversation with you?"

"How proficiently does this MSL demonstrate their expertise in your therapeutic area when providing education about new medications and/or research findings?"



The KOL may describe the MSLs' proficiency as:

- 1. Basic or entry-level**, at a beginner's skill and knowledge level.
- 2. Competent and proficient**, solid skills and understanding with potential for improvement.
- 3. Highly proficient**, advanced skills and knowledge, capable of leading.
- 4. Mastery-level**, exceptional skills, and knowledge, often a recognized leader or expert.

The competency-based questions are weighted and when combined, using the algorithm to create **impact scores**, are intended to inform Medical Managers, MSLs and Medical Effectiveness professionals' **development pathways and strategy**. The responses may be used to draw **comparisons across MSLs in your company**, the therapy area or industry overall.

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