

The Medical Affairs Company Presented at the 4th MSL Best Practices Conference

Members of The Medical Affairs Company (TMAC) leadership presented at the 4th MSL Best Practices Conference hosted by ExL pharma on October 22, 2008 at Loews in Philadelphia, PA.

Beth Price, Executive Vice President, and Kyle Kennedy, Managing Director, delivered a presentation titled Specialization of Field-based Medical Programs: A Case Study Showcasing Clinical Trial Liaisons (CTLs), Clinical Specialists (CSs), Managed Care Liaisons (MCLs) and traditional Medical Science Liaison (MSL) programs.

For most pharmaceutical, biopharmaceutical and medical device companies, field-based MSL programs are the foundation of a successful strategic plan designed to foster the exchange of scientifically accurate and compliant communications. Many companies have now fully embraced a trend towards specialization of the MSL role and are creating and/or augmenting their field-based teams to include highly customized roles based on factors such as stakeholder mix, product complexity, disease state awareness, lifecycle stage, and pharmacoeconomic issues.

This session provided an overview of the traditional MSL role and respective skill sets/credentials required as well as showcase more specialized liaison roles such as Clinical Trial Liaisons, Clinical Specialists (CSs), Managed Care Liaisons

(MCLs) and Field-based Outcomes Researchers (FORMs). Case studies providing specific examples were presented in an interactive forum.

Companies interested in receiving more information on TMAC services or a copy of TMAC's presentation may contact Beth Price at 678-581-4445 or BPrice@TMACmail.com.

About The Medical Affairs Company

The Medical Affairs Company, LLC (TMAC) is a full service Contract Medical Organization that provides pharmaceutical, biotechnology, and medical device industry clients a wide array of outsourcing capabilities for medical affairs activities. Offering both strategic and tactical medical liaison support services in addition to medical liaison consulting and medical communications support, TMAC is uniquely positioned to provide both unmatched value and service to the pharmaceutical industry. TMAC's greatest strength is their our focus: medical and scientific affairs - it is their only business.

For more information, please contact Beth Price at 678-644-8594 or BPrice@TMACmail.com. Please visit TMAC's website at: TheMedicalAffairsCompany.com.