



Pre-launch Disease State Education by Medical Science Liaisons Proves to Be Invaluable

The recently released *Veeva Pulse Field Trend's Report* ([link](#)) revealed clear findings that the utilization of field-medical liaisons pre-launch significantly impacts clinical practices' adoption of a treatment by a 1.5-fold increase in the first 6-months post-launch compared to products not being supported with MSLs. Translating science into a commercially agreeable language early on is, without a doubt, critical.

Further, the data shows that 91% of health care professionals (HCPs) say visits by MSLs, either in-person or via video, are very effective and that these HCPs highly desire these field MSL resources. Despite this impact, the data shows biopharma companies' investments in field medical forces over the last 12 months have remained flat. Why is this when the data is so compelling? The likely answer is that many organizations are strapped for resources—especially small and mid-size businesses, and under headcount pressure. Yet, the faster they deliver their message clearly, the better their chances of achieving the desired goals.

So, with only one chance to launch your product, are you willing to trust just anyone to help you succeed?

TMAC has over 25 years of global field medical team expertise, deploying and managing therapeutic specialty MSL teams on a contract or direct hire basis, many deployed during the pre-launch phase, delivering timely targeted medical affairs messaging to high-impact KOLs.

As leaders in the MSL market, TMAC will develop a well-designed and executed pre-launch strategy comprised of field medical experts who can be trained and managed by TMAC or hired directly into your organization. TMAC's services cover the full spectrum of strategy development and execution in medical affairs, providing you with the expertise to contract some of the best field-based medical teams (MSLs, clinical trial liaisons, clinical nurse educators) in the industry, allowing you to focus on core business operations of developing new products and improving patient care delivery.

Discover the power of true partnership - Successfully deliver information to your stakeholder audience by deploying a team with a trusted partner.

To learn more about our customized solutions and how [outsourcing with TMAC can fit your unique needs](#); inquire about our services at: inquiries@tmacmail.com or call 678-581-4400 to speak with our Business Development personnel.

About The Medical Affairs Company (TMAC)

TMAC partners with companies to provide a wide array of global medical affairs solutions, including contract field-based medical teams, direct hire recruitment, Medical Information Contact Center services, and consulting. Learn more about The Medical Affairs Company's offerings by visiting <https://www.themedicalaffairscompany.com/>

References:

1. U.S. based analysis of migraine products using data from Veeva Link, Veeva OpenData, Veeva Compass and Veeva Pulse, March 2019-June 2023 Accessed at: ([link](#)).