

# IQVIA Medical Solutions: Medical Science Liaisons (MSL)

## Introducing MSLs for new age Medical Affairs

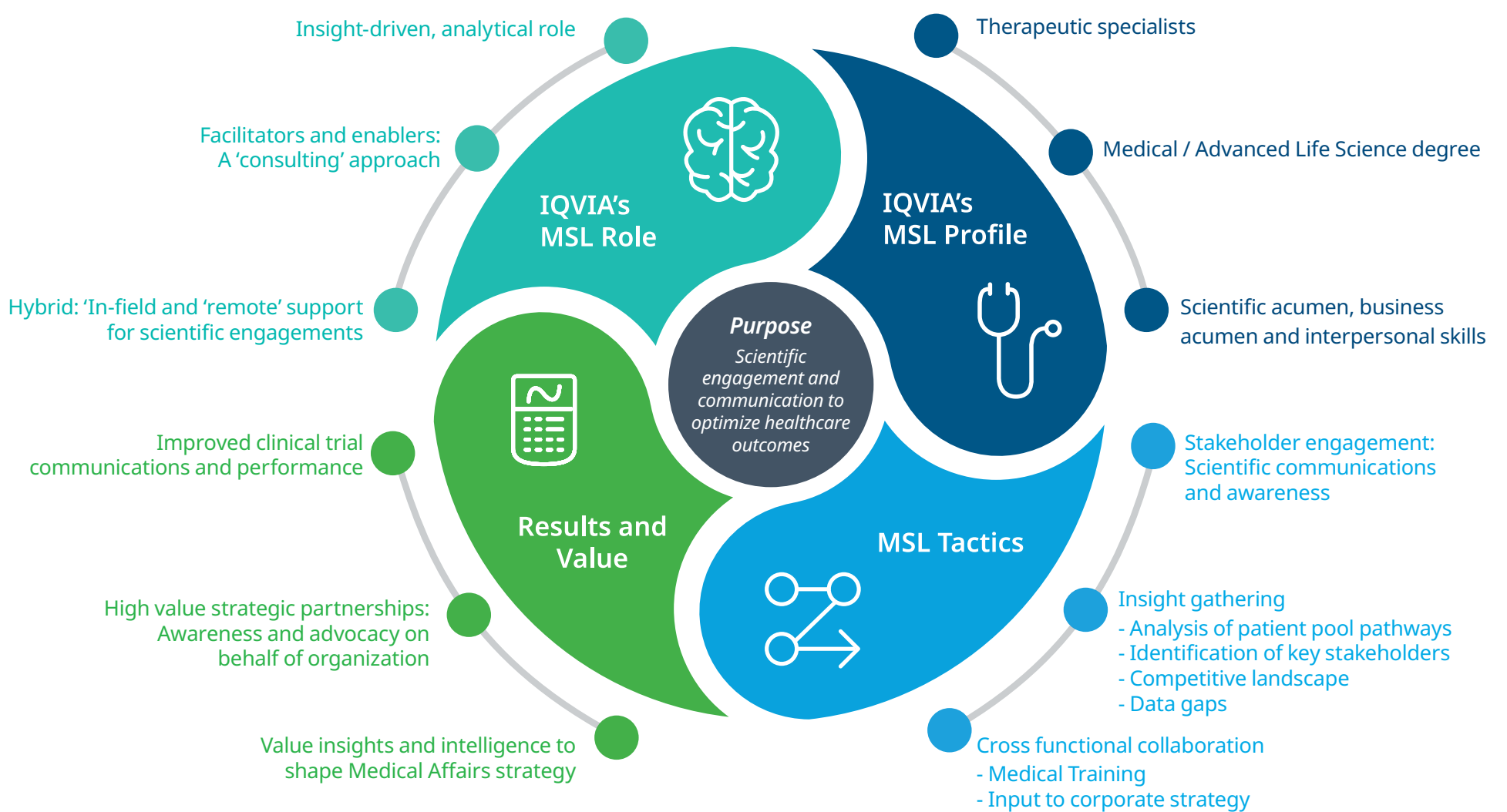
In the new age of data science and digital technology, Medical Affairs is taking on a stance as the strategic pillar in biopharmaceuticals.

**Medical Science Liaison (MSL)**, a core role in Medical Affairs is evolving from a typical traditional field-based role to a more **analytical, insight-driven role** that optimizes multiple stakeholders' engagement. Moreover, with the dynamic environmental factors limiting face to face visits, MSLs must be upskilled for remote healthcare professional (HCP) engagements as well.

IQVIA has the capabilities across the Asia Pacific region to **deploy MSLs enhanced with the required new age mindset and skillsets**. Thus, we enable organizations to transform their Medical Affairs function, build upon expertise to execute new responsibilities, and deliver value-driven engagements between HCPs and emerging stakeholders.

### DEEP DIVE INTO MEDICAL SCIENCE LIAISONS

IQVIA's specialized MSL services through the below model can facilitate key outcomes aligned to your objectives.



We are here to help build your success story. Contact us for more information on IQVIA's Medical solutions.

**CONTACT US**  
iqvia.com