



Best Programs & Best People

Best in Class Medical/Clinical Science Liaison Customer Insights 2025

Medical/clinical science liaisons (M/CSLs) play an important role in disseminating complex clinical and product information that assists players in making critical decisions that impact market access. HIRC's report, *Best in Class Medical/Clinical Science Liaison Customer Insights*, provides nominations of the best medical/clinical science liaisons, as well as the descriptive factors that define industry excellence. The report addresses the following questions:

- Which very large, large and mid-size firms' medical/clinical science liaisons receive the most best-in-class nominations?
- Which firms lead in best medical/clinical science liaison nominations across health plan pharmacy directors, health plan medical directors, and pharmacy benefit manager executives?
- Which M/CSL attributes operationally define the best-in-class?
- Which manufacturers receive the most nominations for providing the best "medical value story" in the last 12-18 months? What do the best value stories most often include or communicate?

Key Finding: The best M/CSLs excel in their role as an information provider of clinical insights, demonstrate deep therapeutic area and product knowledge, and are responsive to customer needs.

Medical/Clinical Science Liaisons from Sanofi are Most Frequently Nominated as Best-in-Class

HIRC queried 68 commercial health plan and pharmacy benefit manager key decision-makers to learn which firms' medical/clinical science liaisons are best-in-class. Sanofi leads with the most best-in-class nominations from managed markets customers, followed by AbbVie, Boehringer Ingelheim, Lilly, and Novo Nordisk.

LEADERS IN BEST-IN-CLASS
MEDICAL/CLINICAL SCIENCE LIAISON NOMINATIONS 2025

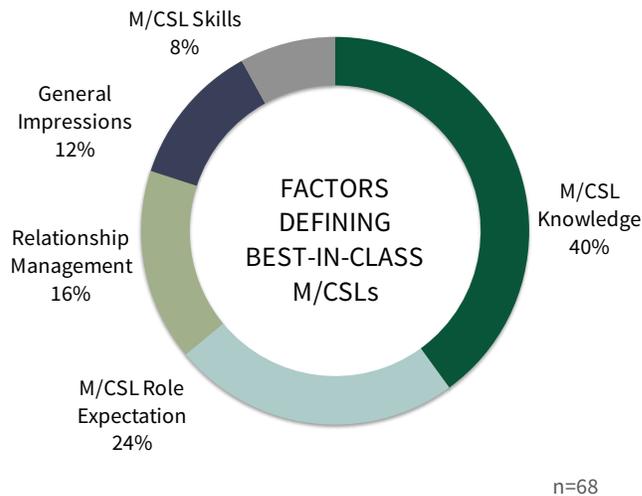
OVERALL RANK	TOP MANUFACTURERS	# of MCSL NOMINATIONS
1	Sanofi	20
2	AbbVie	13
3	Boehringer Ingelheim	10
4*	Lilly	8
4*	Novo Nordisk	8

n=68

The full report provides a complete listing of best MCSL nominations as well as the rationale behind the nominations.

Defining Best-in-Class Medical/Clinical Science Liaisons

Managed markets customers were asked to explain their rationale for best-in-class medical/clinical science liaison nominations. Analyses reveal that their evaluations fall within five key descriptive factor categories: (1) M/CSL Knowledge, (2) M/CSL Role Expectation, (3) Relationship Management, (4) General Impressions, and (5) M/CSL Skills.



When it comes to knowledge, managed markets customers value M/CSLs who are true experts in the areas & products they represent, demonstrate deep disease state and therapeutic area knowledge, and have knowledge of their customer and needs. M/CSLs can further differentiate themselves by demonstrating a strong knowledge of managed care and how a product fits into the current competitive/treatment landscape.

Research Methodology and Report Availability

In May 2025, HIRC surveyed 68 key decision-makers from commercial health plans and pharmacy benefit managers. Online surveys and follow-up telephone interviews were used to gather information. The complete report, *Best in Class Medical/Clinical Science Liaison Customer Insights*, is available now to HIRC's Best Programs and Best People subscribers at www.hirc.com.

The Best Programs & Best People Service provides strategic and tactical information to assist pharmaceutical manufacturers in maximizing the impact of their account managers, medical science liaisons, and value-added marketing programs. This service provides insights into the skills and attributes critical to account manager and medical science liaison success, as well as guidance for the development and implementation of support resources that meet customers' evolving needs. For subscription information please contact:



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HEALTH INDUSTRIES RESEARCH CENTER (HIRC) is an independent, nonpartisan organization that conducts strategic market research on trends in health care, pharmaceuticals and managed care businesses. HIRC's benchmark studies focus on the marketing needs of pharmaceutical companies by providing research critical to the development of successful customer-focused marketing strategies.

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