



An Industry Survey on Medical Science Liaison Metrics: Quantifying an Intangible

Jane Chin

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QUANTIFYING AN INTANGIBLE: Industry Medical Science Liaison Metrics Survey is a report by Medical Science Liaison Institute to assess current practices in field-medical science liaison program organization, deployment, and strategies in quantifying and communicating measurements of value that are by nature, intangible.

This report distills primary- and secondary source collection from a web-based survey, one-on-one confidential interviews with constituents and executives of field-medical programs, published information sources on trends and practices in field-medical affairs, and Medical Science Liaison Institute's proprietary knowledge archives of field-medical program strategies and best practices.

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