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PharmaForce Int'l Announces Immediate Availability of its 9th Annual Benchmarking Report on the Medical Science Liaison Function

For immediate release – July 8, 2009

PharmaForce International, the leader in pharmaceutical/biotech industry analysis, has announced the immediate availability of its **9th Annual Update of Competitive Benchmarking of Leading Pharmaceutical Companies' Strategies for Leveraging the Medical Liaison Function in the United States.**

"It seems that while companies are downsizing their field sales representative presence, they are increasing the responsibilities and expected contributions of their Medical Science Liaison (MSL) groups," said PharmaForce Senior Vice President Sean McCrae who was recently quoted in the Wall Street Journal regarding the role of the MSL.

The report also demonstrates many companies are increasing emphasis on the number of MSL calls on and interactions with assigned key opinion leaders.

"The value of our MSL report has been enhanced this year with a substantial retrospective analysis of key data points from past reports", said McCrae. "We have a lot of great historical data, the value of which has been unlocked in the 2009 report. Rather than offering the MSL report as a snapshot in time as we have in the past, it now provides information about how the data points have evolved over several years."

The in-depth interviews with pharmaceutical/biotech medical affairs personnel reveal interesting new applications for deploying, directing and supporting the MSL asset, most notably

- MSLs are employed as a key asset to support high-priority managed-care strategies.
- Dedicated internal medical affairs positions are created to liaise with the commercial side.
- Dedicated MSL trainers standardize and document skills of the MSL.

PharmaForce will send a sample company report to prospective clients who contact McCrae. (Information supplied below.)

PharmaForce International produces custom reports at client request as well as additional syndicated studies, including:

- The "Deployment Analyzer," a Web-based tool that contains complete information on sales force sizes, product priorities and compensation for sales representatives at more than 50 companies in the US and more than 25 companies each in Japan and in Europe. To see a demonstration, go to www.pharmaforcedeploymentanalyzer.com and click on the Demo login button.
- The 2009 PhRMA Code Revisions: Benchmarking of Leading Pharmaceutical Companies' Approaches and Responses.
- Competitive Benchmarking of Leading Oncology Sales and Marketing Organizations in the United States, Europe, Latin America and Japan: Key Expenditures and Organizational Approaches.
- Competitive Benchmarking of 10 Leading Pharmaceutical Companies' Strategies for Managed Markets (August 2009: call for pre-publication price).
- Competitive Benchmarking of Patient Compliance, Adherence and Persistence Departments and Strategies of Leading Pharmaceutical Companies.
- On-Site Medical Convention Coverage (call for a specific quote).
- Key Opinion Leader Perspectives on World Class Advisory Boards (U.S. and Europe reports).

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