Implementing Medical Insights

A step-by-step guide for Medical Affairs professionals

PharmAccelerator was founded by a Medical Science Liaison to address gaps within Medical Affairs throughout the Pharmaceutical, Biotechnology, Medical Device, and related industries. We enhance qualitative MSL-HCP outcomes through customized skill development and software tools that centralize your insights for informed decision-making, streamlined communications, and decreased information loss. In this guide we provide a step-by-step method to implement and improve your Medical Insight processes.

- Understanding Medical Insights: Define 'Medical Insights' and their significance in field medical operations. Highlight the unique nature of these insights and their strategic value to pharmaceutical companies.
- Effective Gathering of Medical Insights: Train on practices for extracting valuable insights during healthcare provider interactions. This should involve techniques for active listening and questioning to uncover deeper insights.
- Aligning with Medical Strategy: Educate on the role of medical insights in shaping the medical strategy. This also applies to current medical strategy and how Medical Insights can help execute it.
- KPIs for Valuable Insights: Establish Key Performance Indicators (KPIs) that emphasize the importance of quality insights. Integrate the medical strategy to ensure Insights are driving company value.
- Differentiating Insights from Other Information: Clarify the differences between insights, intelligence, facts, and observations. Provide a framework for linking primary insights with supporting information.
- Diverse Sources of Medical Insights: Recognize and utilize various sources like Field Medical meetings, social media, and medical congresses. Create strategies for integrating diverse sources into a coherent insight process.
- Stakeholder Engagement: Encourage a culture of feedback, questioning, and discussion among internal stakeholders. Implement tools for corroborating and disputing insights to refine quality.
- Streamlining the Insight Process: Use tools and methods for efficient gathering, organizing, and reporting of field medical insights. Introduce your CRM or PharmAccelerator's software solution for managing and tracking these processes.

Conclusion: Creating efficient medical insights processes involves clear definition, harmonizing with medical strategy, field medical team training, and using the proper tools.

Schedule a call with us to learn how PharmAccelerator turns Medical Insights into strategic actions.