

## Debunking Our Roles in the Pharmaceutical Industry

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Senior Director, Global Health Science, The Medicines Company

## For Our Discussion

- ▶ History and Terminology
- ▶ Scientific/Medical versus Commercial
- ▶ Fact or Fiction...with Context
- ▶ Options and Opportunities

## Medical Science Liaison (MSL)

- ▶ First established by Upjohn Pharmaceuticals in 1967
- ▶ Scientifically trained field staff
  - ▶ Purpose: to build rapport with Key Opinion Leaders (KOLs) in various therapeutic areas of research
  - ▶ First MSLs were selected from experienced sales representatives that had strong scientific backgrounds
  - ▶ Who were they?
  - ▶ Evolution
    - ▶ Late 80's: companies began to require MSLs to hold a doctorate ("D") degree (PharmD, MD or PhD)
    - ▶ Required educational and scientific background as well as the purpose of the MSL role has progressively changed over the years
  - ▶ An MSL by any other name...  
Scientific Affairs Liaisons, Medical Managers, Regional Scientific Managers, Clinical Liaisons, Scientific Affairs Managers, Global Health Scientist

## Does the "Title" Matter?



## Separation of Church and State

Scientific	Commercial
<ul style="list-style-type: none"> <li>▶ aka Medical Affairs</li> <li>▶ Scientific /Peer-to-peer</li> <li>▶ Proactive and Reactive</li> <li>▶ Expanded Perspective</li> <li>▶ Med Info/Med Comm</li> <li>▶ Health Economics</li> <li>▶ Clinical/Standard Replies</li> <li>▶ R&amp;D/Life Cycle Management</li> <li>▶ Publications</li> <li>▶ Promotional Rev Comm (PRC)</li> </ul>	<ul style="list-style-type: none"> <li>▶ aka brand, sales, marketing</li> <li>▶ Promotional</li> <li>▶ Proactive</li> <li>▶ On-Label ONLY                             <ul style="list-style-type: none"> <li>▶ PRC reviewed ("script")</li> </ul> </li> <li>▶ Market Access</li> <li>▶ Life Cycle Management**</li> <li>▶ Publications</li> <li>▶ Promotional Rev Comm (PRC)**</li> </ul>

\*\*sales perspective

## Fact or Fiction: In Pharma Industry...

- ▶ ...salary/benefits are better than clinical practice/academia
- ▶ ...my schedule is more flexible/my schedule will be easier
- ▶ ...I'll get to travel a lot/ I'll have to travel too much

## Fact or Fiction: In Pharma Industry...

- ▶ ...I can start right out of school (or residency)
- ▶ ...I need some clinical experience before being an MSL
- ▶ ...I'll need/they'll pay for e.g. MBA, MPH or cert programs
- ▶ ...I will lose the "patient care" perspective

## Fact or Fiction: In Pharma Industry...

- ▶ ...I can only be an MSL or work in Med Comm
- ▶ ...I am relegated to "my therapeutic area of expertise"

## Just what can I do?



	<p><b>Senior Director Global Health Science</b> The Medicines Company Jan 2016 - Present • 1 yr 8 mos Parsippany, New Jersey</p>
	<p><b>Director Global Health Science</b> The Medicines Company Apr 2014 - Dec 2015 • 1 yr 9 mos Parsippany, New Jersey</p>
	<p><b>Principal Medical Science Liaison</b> Janssen, Pharmaceutical Companies of Johnson and Johnson Nov 2012 - Apr 2014 • 1 yr 6 mos</p>
	<p><b>Principal Medical Project Scientist: Cardiovascular</b> Janssen Pharmaceutical Companies Mar 2011 - Nov 2012 • 1 yr 9 mos</p>
	<p><b>Principal Medical Science Liaison</b> Ortho-McNeil Pharmaceutical Mar 2008 - Mar 2011 • 5 yrs 1 mo</p>
	<p><b>Clinical Manager Critical Care</b> New York Presbyterian Hospital Jun 1999 - Mar 2006 • 6 yrs 10 mos</p>

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but the "rules" vary

## Just what can I do?

	<p><b>Principal Medical Science Liaison-Metabolics</b> The Janssen Pharmaceutical Companies of Johnson &amp; Johnson Jan 2013 - Present • 4 yrs 8 mos Greater Pittsburgh Area</p>
	<p><b>Medical Science Liaison- Diabetes</b> Bristol-Myers Squibb Aug 2008 - Jan 2013 • 4 yrs 6 mos</p> <ul style="list-style-type: none"> <li>-Provide scientific exchange with Key Opinion Leaders in the treatment of diabetes</li> <li>-Provide scientific and clinical support for marketed products and developmental projects</li> <li>-Support regional Field Sales' scientific needs.</li> <li>-Develop scientific strategies to optimize products and development activities in the medical community.</li> <li>-Establish and maintain functional working relationships with Clinical Research Associates within the region.</li> </ul>

## Just what can I do?

	<p><b>Senior Medical Science Liaison-Respiratory</b> AstraZeneca Jan 2017 - Present • 8 mos NY Metro</p> <ul style="list-style-type: none"> <li>• Build relationships with pulmonologists, allergists and allied healthcare professionals in support of respiratory/immunology portfolio (inhaled products and large molecule biologics) through such collaborations as education, scientific support, research and publications</li> <li>• Provide scientific support at congresses and gain insight for internal Medical Affairs strategy</li> </ul>
	<p><b>Senior Medical Science Liaison-Cardiovascular/Metabolism</b> AstraZeneca Oct 2013 - Jan 2017 • 3 yrs 4 mos N(N)/PA</p> <ul style="list-style-type: none"> <li>• Build relationships with interventional cardiologists, noninvasive cardiologists, lipidologists, endocrinologists, pharmacy directors, NPs and managed care payors thru 1:1 scientific dialogue, scientific presentations, education support, publication support, speaker support and research</li> </ul>

## Just what can I do?



Medical Science Liaison II - Immunology / Gastro  
UCB Pharma  
Apr 2010 - Jun 2012 • 2 yrs 3 mos



Senior Scientific Liaison  
Astellas Pharma  
2005 - 2010 • 5 yrs



Senior Infusion Specialist - Neurology, Rheumatology, Gastroenterology  
Elan Pharmaceuticals  
2004 - 2005 • 1 yr



CNS Specialty Care - Psychiatry and Neurology  
AstraZeneca  
May 2003 - Nov 2004 • 1 yr 7 mos

## Just what can I do?



Managed Care Medical Communications Scientist  
Genentech  
Apr 2016 - Present • 1 yr 5 mos



Senior Director, Global Health Science Center (Medical Information)  
The Medicines Company  
Jan 2016 - Apr 2016 • 4 mos



Director, Global Health Science Center (Medical Information)  
The Medicines Company  
Nov 2013 - Dec 2015 • 2 yrs 2 mos  
Parsippany, NJ

## Just what can I do?



Associate Medical Director, I-O Leukemia  
Bristol-Myers Squibb  
Jul 2015 - Present • 2 yrs 2 mos



Global Health Science, Infectious Disease/Cardiovascular  
The Medicines Company  
2014 - 2015 • 1 yr  
Parsippany, NJ



US Medical Manager, Oncology/Hematology  
Novartis  
2012 - 2014 • 2 yrs  
East Hanover



Clinical Pharmacist, Infectious Diseases  
Atlantic Health  
2008 - 2012 • 4 yrs

## Just what can I do?



Director, Integrated Evidence Team Leader, Cardiovascular  
The Janssen Pharmaceutical Companies of Johnson & Johnson  
Mar 2015 - Present • 2 yrs 6 mos  
Raritan, NJ



Associate Director Analysis & Publications  
Janssen, Pharmaceutical Companies of Johnson and Johnson  
Mar 2008 - Mar 2015 • 7 yrs 1 mo



Registered Pharmacist  
Liss Pharmacy & Surgical  
Jul 2001 - Jun 2010 • 8 yrs  
Summit, NJ



Manager, Clinical Communications and Publications  
Janssen, Pharmaceutical Companies of Johnson and Johnson

## Just what can I do?



Group Product Director Cardiovascular Marketing  
Janssen Inc.  
Jun 2016 - Present • 1 yr 3 mos  
United States



Product Director Payer Marketing XARELTO  
Janssen, Pharmaceutical Companies of Johnson and Johnson  
Oct 2012 - Jun 2016 • 3 yrs 9 mos  
Raritan, NJ



Product Manager XARELTO  
Janssen, Pharmaceutical Companies of Johnson and Johnson  
Jan 2011 - Oct 2012 • 1 yr 10 mos



Sr. Manager Business Intelligence  
Johnson & Johnson  
Jun 2005 - Dec 2010 • 5 yrs 7 mos



Commercial Analytics  
Johnson Johnson  
2007 - 2010 • 3 yrs

## Just what can I do?



Disease Area Head, I-O Hematology  
Bristol-Myers Squibb  
Dec 2016 - Present • 9 mos



Lymphoma and Leukemia Medical Lead  
Bristol-Myers Squibb  
Jun 2015 - Present • 2 yrs 3 mos



Leukemia Medical Lead  
Bristol-Myers Squibb  
Dec 2014 - Present • 2 yrs 9 mos







Medical Director, Sprycel  
Bristol-Myers Squibb  
Aug 2013 - Present • 4 yrs 1 mo



Sr. Director Medical Affairs, Oncology and Design for Launch  
AstraZeneca  
2008 - Jul 2013 • 5 yrs

## Just what can I do?

	<b>Chief Development Officer</b> Arsanis, Inc. Jun 2015 – May 2016 • 1 yr Massachusetts  Arsanis, Inc. is a clinical stage biotechnology company focused on monoclonal antibody therapeutics for serious infectious diseases
	<b>Vice President, Global Medical Affairs</b> Cubist Pharmaceuticals Jan 2010 – May 2015 • 5 yrs 5 mos
	<b>Senior Director, Medical Affairs</b> Cubist Pharmaceuticals Jan 2007 – Jan 2010 • 3 yrs 1 mo
	<b>Director, Marketing</b> Cubist Pharmaceuticals Jun 2005 – Jan 2007 • 1 yr 8 mos Lexington, MA

## Considerations/Caveats

- ▶ Make the move after about 5 years
- ▶ Make the move when you are ready...wait for it
- ▶ Do you fit them? **Do they fit YOU?**
- ▶ Be willing to
  - ▶ be mentored
  - ▶ sit back/take a back seat, observe first...learn the culture
  - ▶ deal with and accommodate personalities
  - ▶ think outside of your box
  - ▶ put in your time
  - ▶ balance the team sport with your personal growth
- ▶ Understand it takes 4-6 months to “get in a groove”
- ▶ Beware of the eager recruiters before, during, after
- ▶ Appreciate the grass is not always greener

THANK YOU

**Debunking Our Roles in the  
Pharmaceutical Industry**

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