

## **MSL Sizing Project**

Our client was a leading research-driven biopharmaceutical company. The scope of field based medical roles and activities were changed to reflect regulatory expectations and industry standards. To support strategic effectiveness and external engagement, Tardis Medical was asked to explore and identify the number of MSLs required to meet the needs of the agreed markets. Tardis Medical worked with the client to understand the market, and recognised factors such as number of physicians, ongoing clinical research and key geographical locations. We helped the client to distinguish where the KOLs were located, and the tier status. We then determined what our client needed to do in order to effectively engage the KOLs. Tardis Medical was able to provide the client with detailed strategies regarding these factors to ensure a successful outcome