

Online Platform

Our client is a large, global, biopharmaceutical company with innovative medicines used by millions of patients worldwide.

Tardis Medical has been working with this client on the creation and implementation of a Scientific Engagement Model (SEM). The SEM is a bespoke Capability Development programme which aims to take Medical Science Liaisons (MSLs) from 'good' to 'great' and is specifically designed for the needs of MSLs and their Managers. The SEM uses a variety of models, tools and techniques to take MSLs through a journey of self-development. The programme also includes dedicated support for MSL Managers, honing their skills in coaching, managing and leading MSLs. A key benefit of the SEM is that it enables global medical excellence to become aligned around a common and compliant approach to scientific engagement by creating a universal and consistent language for describing excellence and best practice.

Following discussions with the client, it was agreed that the next step was to take the SEM onto a virtual platform. This would allow all MSLs and MSL Managers globally to not only access all SEM materials and resources remotely, but to engage with them through an interactive platform. We have transformed existing materials into interactive eLearning Modules, created new content and introduced new tools and models to further facilitate self-development for learners.

The approach helps MSLs to follow-up on the training they receive during face-to-face workshops, ensuring continuous engagement and ongoing development support, enabling successful implementation of the SEM. This in turn leads to successful high quality scientific exchange with HCPs providing positive outcomes for both parties.

Feedback so far from the client has been fantastic, with users from the pilot group telling us that the content is excellent, and there is an appetite for us to continue to create more content in line with evolving needs of the Medical Excellence team. We look forward to continuing our successful relationship with this client and exploring new and innovative ways of bringing scientific exchange to life