Tomorrow's MSLs Today

Nazaré

The MSL role is evolving and expanding, and while the core competencies remain as fundamentals, transformational change is critical to elevating the role, resulting in progressive, high-performing MSLs of the future.

Inizio Engage

Business Strategists

Views the value of medical affairs from a commercial standpoint to support organizational strategy and inform business decisions **Business**

Digital Embracers

Willingness to actively embrace omnichannel and AI to generate insights, inform decisions, and strategy

> **Resilience & Adaptability**

Opportunity Seekers

Rigorously and proactively seeks opportunities to inform and educate while remaining compliant

Planning & Project Management

Strategic Planners

Commercially focused, strategic thinkers and planners with strong business acumen

Patien

Acumen

Scientific

Learning

Leadership

Collaboration Cheerleaders

Demonstrates the value of partnership and collaboration via cross-functional working, seamlessly navigating the internal and external landscape

Scientific **Engagement**

Insight **Connectors**

Through scientific engagement, feeds well-informed insights into the organization to shape strategy

Scientific Educators

The valued partners in science and data, leading conversation through purpose and partnership

Ready to create a **lasting change** in performance?

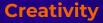
We understand the transformational change required to build medical teams that are future fit in every aspect of their role. Nazaré Inizio Engage

We deliver this through:

Science

Supporting MSLs to become leading scientific educators:

- · Scientific learning design
- · Scientific engagement, incorporating behavioral science
- · Scientific framework/competency development
- · Critical appraisal
- Competitor analysis
- · Optimizing journal club effectiveness
- · Product/portfolio knowledge
- · Education on Mode of Action



Building the capabilities to connect insights to action:

- · Commercial and business acumen
- Self-leadership skills e.g. executive presence, emotional intelligence
- · Strategic account management and prioritization
- Communication excellence incl. navigating challenging conversations, storytelling, objection handling
- Measuring MSL excellence (measurement and KPIs)

Technology

Empowering MSLs to be progressive, digital embracers of the future:

- · Navigating the omnichannel ecosystem
- · Generative and AI-infused experiences
- E-learning strategy and development
- · Individual learning journey development
- Metrics and measurement technology

We create immersive learning experiences that inspire immediate and sustained behavioral change for the future. Tomorrow's MSLs today.

It's time for a **New Wave** in learning.

Discover Nazaré

nazarelearning.com

