

# HOW TO PROPOSE MEANINGFUL PROJECTS IN LIFE-LONG LEARNING

MSL HANDBOOK

FOR GETTING HEALTH CARE PROFESSIONALS TO OPEN THE DOOR



healthy data



# HOW TO PROPOSE MEANINGFUL PROJECTS IN LIFE-LONG LEARNING

MSL HANDBOOK

FOR GETTING HEALTH CARE PROFESSIONALS TO OPEN THE DOOR

If you are a Medical Science Liaison (MSL) or Medical Advisor (MA) you have a tough job. Trying to get Healthcare Professionals (HCPs) to work with you. They:

- are too busy.
- have other things to do.
- don't want to be bothered with whatever you have.

You are trying to make **life better** for people **who are sick** on one side, and help the next line of HCPs - so called rising stars - on the other side.

In this small report, you're going to learn the following three items.

- How to get a meeting with an HCP?
- How to continue building relationships with them through meaningful projects?
- How Virtual Patients (VP) bring great benefit and value when working with HCPs?

---

CPD    *Continuous Professional Development*

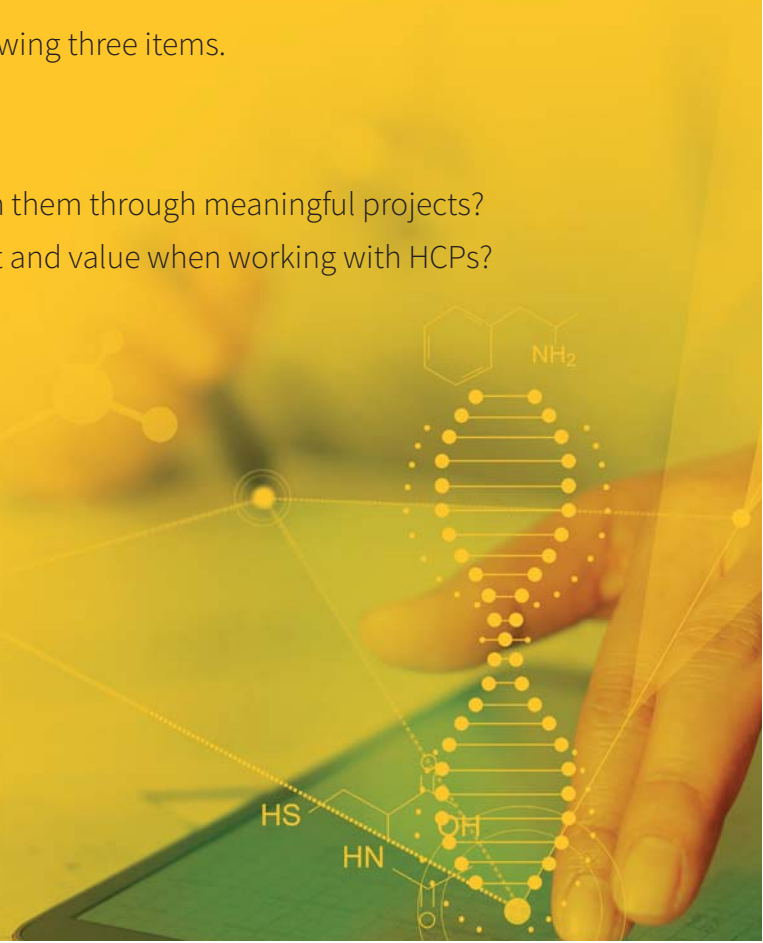
HCP    *Healthcare Professional (or Provider)*

MA    *Medical Advisor*

MSL    *Medical Science Liaison*

SAE    *Serious Adverse Event*

VP    *Virtual Patient*



# MEET ELLA!

**Ella is an MSL** .... nervous she's sitting in front of her phone knowing she has to make a dreaded call to the next HCP. She knows that if she gets Dr. House as an expert in her activities, it will be a gem.

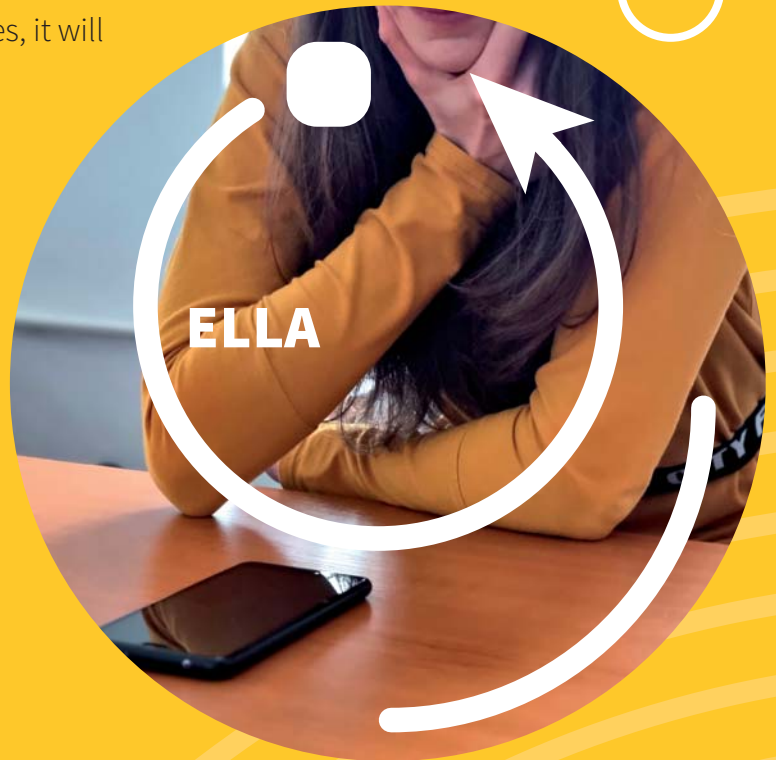
She just keeps staring at the phone. Finally, she picks up the phone making the call. This time she has a reason to call. She feels like she can get in the door. Meet with Dr. House and offer him something meaningful - something he can actually use.

It wasn't like that a month ago. That's why she didn't make the call then. She'd had his number on file for a long time - but kept on waiting.

Dr. House is an expert, but he is protective of his time. He never likes being disturbed. And for Ella bringing in bad news always makes it worse.

Calling up an HCP saying: *"Hey, this patient you reported recently is in critical condition..."* (Then goes on and talks about something the HCP already knows.)

This time she talks about something useful that doctors deal with every day: **CASE REPORTS.**



# CASE REPORTS & CASUISTRY

Case reports - or simply cases - which young residents (or even your colleagues in pharma) can learn from and perfect their clinical reasoning and decision-making skills.



**Share  
experience**



**Highlight  
innovations**



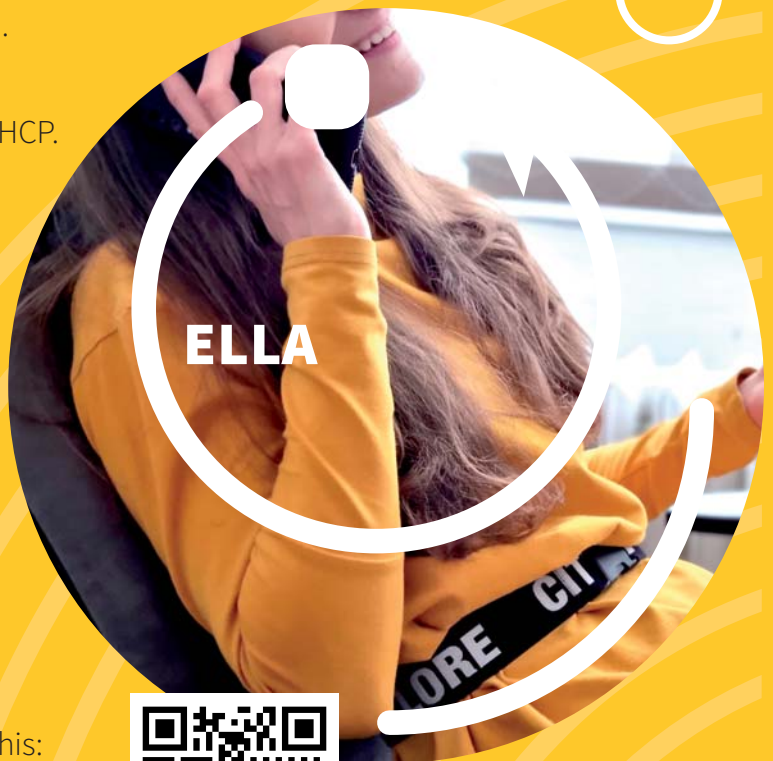
**Identify  
good practice**



**Provide  
worth**

Most MSLs face the same problems Ella faced. They don't have a truly valid reason to call the HCP. If they do, it's usually well-known information about the products or even bad news, such as Serious Adverse Event (SAE) reconciliation. That's not a good way to start the conversation.

By presenting a VP, you get a reason to call the HCP.  
**It gets you in the door.**



If your HCP wants more information send him this:

**Overall information about VP:**

<https://www.virtualni-pacient.cz/>



# HERE'S A TEMPLATE OF WHAT YOU CAN SAY SO IT IS EASIER FOR YOU...

## Let's have a look at how you can make that call and get the meeting:

1. Call up.
2. Talk to him/her (you get instructions about that below).
3. Set up the meeting.
4. Knock on the door.

One of the hardest parts about being an MSL is the phone call. Just picking it up and making the call. **Remember this: Your goal is to get the meeting - not to explain everything.** When you get to the meeting you can tell them more.

**Hi [NAME OF HCP], I'm [YOUR NAME] from PHARMA.  
I'll bother you for only a minute.**

ELLA

*...Pause...*

*Wait for him to ask you to continue - don't ask for permission!*

*Start with what you have to say right away.*

**Lots of residents coming into medicine don't have time for life-long learning. They feel frustrated about their Continuous Professional Development (CPD).**

ELLA

**HCPs turn to Virtual Patients because they provide relevant competency training in a safe environment. And you would be a great Virtual Patient author.**

ELLA

*...Let that statement hang there waiting for you to continue...*

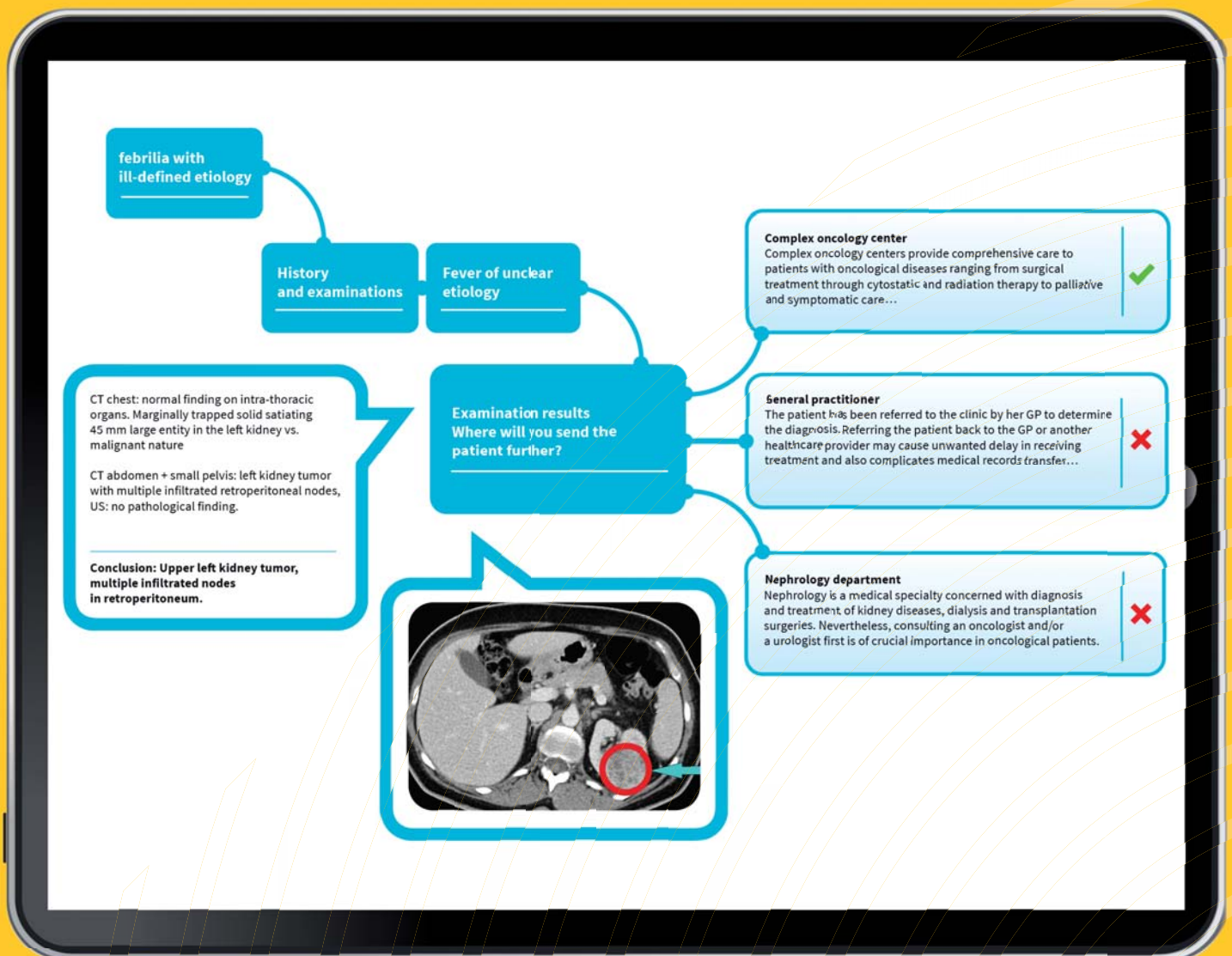
When you finish, set a date for the meeting. Repeat that date three times.  
Three times. Yes, three times. Or follow up by sending a calendar invitation.

Here's a sample of the Virtual Patient. This is how it will look once IBA has transformed your case report delivered in the form of PowerPoint slides into an interactive story, which may help others in learning.

ELLA

An example of how a VP looks like:

<https://patients.laurie-project.com/scenario/1/node>



## WHAT IS A VP?

- VP is an interactive computer simulation of a real clinical situation or a case that is designed for medical education
- VP represents a learning modality that facilitates the development of specific skills such as clinical reasoning, decision making and critical thinking



## HOW VPs FACILITATE CPD?

- by extending on-line training opportunities
- by providing learners with features of life-long learning gamification

## HOW VPs HELP MSLs?

- they present a great way on how to spend your project budgets while bringing worth to others
- they are meaningful activities that HCPs (even „rising stars“) can benefit from
- by expanding your company’s portfolio with life-long learning, which builds prestige



## WHAT ISN'T A VP?

- virtual or augmented reality
- hi-fidelity patient mannequin
- (pato)physiology simulation
- medical record

# If you want more information about Virtual patients and how to use them for MSL consultations please contact IBA at:

<https://www.virtualni-pacient.cz/#section-contact>



## References

[1] Lucero KS, Spyropoulos J, Blevins D, Warters M, Norton A, Cohen J. Virtual Patient Simulation in Continuing Education: Improving the Use of Guideline-Directed Care in Venous Thromboembolism Treatment. *J Eur CME*. 2020 Oct 20;9(1):1836865. doi: 10.1080/21614083.2020.1836865. PMID: 33178492; PMCID: PMC7594728.

[2] Klincova M, Harazim H, Schwarz D, Kosinova M, Smekalova O, Stourac P. What Can Be Achieved With Motivation-Based Teaching of Medical Students? A Monocentric Retrospective Audit of Retention Among Highly Motivated Graduates Who Underwent the Learning-by-Doing Concept in Anesthesiology and Intensive Care Medicine. *JMIR Serious Games*. 2019 Apr 9;7(2):e10155. doi: 10.2196/10155. PMID: 30964443; PMCID: PMC6477577.

[3] Schwarz D, Štourač P, Komenda M, Harazim H, Kosinová M, Gregor J, Hůlek R, Smékalová O, Kříkava I, Štoudek R, Dušek L. Interactive algorithms for teaching and learning acute medicine in the network of medical faculties MEFANET. *J Med Internet Res*. 2013 Jul 8;15(7):e135. doi: 10.2196/jmir.2590. PMID: 23835586; PMCID: PMC3714007.