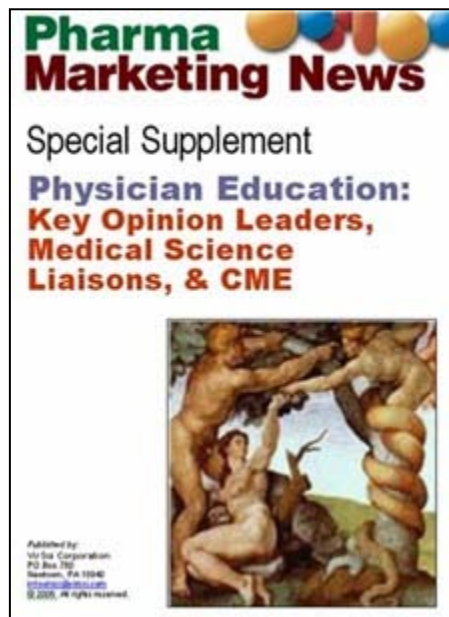


Special Supplement: **Key Opinion Leaders, Medical Science Liaisons, & CME**



More than ever, it is important to educate physicians about new drugs and to keep this education separate from the marketing function of the company yet aligned with commercial goals.

This Special Supplement to Pharma Marketing News is critical reading for pharmaceutical companies and physician education service providers wishing to understand the new roles of key opinion leader physicians (KOLs) and medical science liaisons (MSLs) in the physician education process.

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