

# Physician Education: Key Opinion Leaders, Medical Science Liaisons, & CME

Presenting the best content from *Pharma Marketing News* on the subject of physician education and the role of key opinion leaders and medical science liaisons in pharmaceutical marketing, sales and education. Order this extensive compilation of articles today!

CONTENTS INCLUDE:

## Guidelines and Compliance Issues

- Compliance with (Some) ACCME Rules Not So Easy
- PhRMA Code Helps Re-define Roles of Medical Affairs and Marketing
- Responding to the Challenges of Evolving Regulation

## MSLs and KOLs

- Developing Win-Win Key Opinion Leader Relationships
- Thought-Leader Management: A Challenge Met
- Medical Science Liaisons: Working between Two Worlds
- MSL Role in Educational Development
- Motivating & Retaining The MSL: What Makes MSLs Tick
- Managing Medical Science Liaisons from Afar


## CME

- Provider/Pharmaceutical Partnerships - Are They Possible Without Conflict of Interest?
- When Is Commercial Support Appropriate for CME Activities?
- A Strategic Approach to CME Offers High Return on Education Investment
- Return on Physician Education
- Return on CME: Are Pharma Companies Getting Desired Outcomes?

**ONLY \$29.95**

Order online at: <http://www.pharma-mkting.com/news/PMNSupplementPhysEd.htm>


PDF file will be delivered to you by email. Order online for delivery within minutes of ordering.



**Pharma Marketing News**

Special Supplement

**Physician Education:  
Key Opinion Leaders,  
Medical Science  
Liaisons, & CME**



Published by:  
VirSci Corporation  
PO Box 760  
Newtown, PA 18940  
[info@virsci.com](mailto:info@virsci.com)  
© 2009. All rights reserved.

Check Enclosed (payable to **VirSci Corporation**)

### Credit Card Information

Credit Card:  MasterCard  VISA  AMEX  Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_ / \_\_\_\_ (Month/Year)

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

(please print clearly; pdf file delivered to this email address).

FAX to: **215-504-5739** or

Send to: **VirSci Corporation, PO Box 760, Newtown, PA 18940**

To contact us: [info@virsci.com](mailto:info@virsci.com) • 215-504-4164