



MSLInsight

A cloud-based Key Opinion Leader (KOL) Interaction Management platform for Medical Science Liaisons (MSLs) built on the Salesforce platform.

<https://mslinsight.com/>

Overview

MSLInsight is a comprehensive and compliant Key Opinion Leader (KOL) Interaction Management cloud application specifically designed for Medical Science Liaisons (MSLs) and Medical Affairs organizations in nascent life sciences companies, including pharmaceutical, biotechnology, medical device, and diagnostics firms.

Built entirely on the robust Salesforce platform, MSLInsight offers a single, easy-to-use platform that improves MSL productivity, decision-making, and manages the entire KOL interaction process. The software is quick to implement, allowing companies to begin documenting interactions on the same day, and features simple data integration.

Key Features and Capabilities

KOL Interaction Management: Visualize, track, and manage all KOL interactions across the entire lifecycle, ensuring connected and relevant engagement.

Real-time Dashboard & Analytics: Provides a unified, real-time view of KOL interaction data, enabling users to analyze data and transform it into actionable enterprise reports. Dashboards can be customized per-user, by therapeutic area, country, or individual MSL.

Mobile Accessibility: The cloud application is accessible across all devices, allowing MSLs to capture, report, and analyze interactions from anywhere.

Customizable Workflows: The platform is customizable to meet specific business needs, facilitating management oversight of the workflow and supporting local, regional, and international user teams.

Compliance Adherence: Designed to ensure adherence to regulatory standards, which is essential for a life sciences company's compliance efforts.

Salesforce Platform: Leveraging the global capabilities of Salesforce, it frees up internal IT resources and ensures a familiar, user-friendly experience.

Target Users and Use Cases

MSLInsight is primarily targeted at **Medical Science Liaisons (MSLs)** and **Medical Affairs** teams within **emerging/nascent life sciences companies**. The main use case is consolidating KOL insights into a single platform to enhance MSL efficiency, streamline interaction management, and drive valuable engagement with industry thought leaders.

Key Features

- KOL Interaction Management
- Real-time Dashboard & Analytics
- Mobile Accessibility
- Customizable Workflows
- Salesforce Platform Integration
- Compliance Adherence
- Quick Implementation

Pricing

Model: subscription

Starting at \$200 USD per user per month (Default Plan), billed as an affordable and cost-effective solution for nascent life sciences companies.

Starting at: USD \$200

Target Company Size: startup, small, medium

Integrations

Salesforce

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