

# Rapid Deployment

## Quickly Assembled Oncology MSL Team Exceeds Expectations

### Challenge

Two months after project startup, a large pharma company requested a rapid profile change from the standard MSL Profile of Pharm.D.s and Ph.D.s to Oncology Certified Nurse MSLs.

### Solution

Quintiles quickly compiled and trained a team of highly qualified Oncology Certified Nurses that functioned as MSLs to support research, accelerate product knowledge and drive non-registrational research.

### Results

The new MSL team was well received in the community oncology setting — meeting and exceeding project goals with a high degree of physician site satisfaction and patient accruals.

“The flexibility Quintiles provided was tremendous. They transitioned key personnel with ease, professionalism and expertise — all in less than 12 weeks time. We were so impressed with their resources and adaptability that we added the entire Oncology Certified Nurse MSL team to our permanent headcount and chose Quintiles again for our next project.”

– Customer’s VP of Medical Affairs, Oncology

### Flexibility Matches Changing Needs

A top 5 pharma company originally teamed with Quintiles to support a newly launched aromatase inhibitor and research with doctorate-level Medical Science Liaisons (MSLs). However, after a change in leadership just two months into the project, the new sponsor lead requested a profile change to Oncology Certified Nurses.

“Although traditional doctorate-level MSLs work well with Key Opinion Leaders (KOLs) in academic institutions, nurses are the ideal fit for the community oncology setting,” explains Stewart Rosen, M.D., Vice President, Medical Affairs, Quintiles. “They already belong to a tight-knit community, are passionate about educating patients and are the first to evaluate patients during treatment.”

### Agile Resources, Rapidly Deployed

Quintiles provided the sponsor with a high degree of flexibility by transitioning the old and new teams in less than 12 weeks.

“Because we are a global company with a large set of core capabilities, we recruited and trained high-caliber Oncology Certified RNs with minimal notice and in half the time of typical placements,” Rosen comments.

Overall, Quintiles met or exceeded all of the project and protocol dissemination goals — despite a major profile shift.

### Exceeding Project Goals

Once the Oncology Nurse MSLs were deployed, they were immediately accepted by KOLs within the oncology community setting. This meant:

- > More practices participated in clinical trial opportunities
- > More practices learned how to appropriately administer the sponsor's new chemotherapy, and
- > Therapy expectations were established for practice professionals to better manage their patients

States Rosen, "Overall, Quintiles met or exceeded all of the project and protocol dissemination goals — despite a major profile shift. Not only did our client hire all of the Oncology Nurse MSLs as full-time staff, but they also came back to us for their next project."



Quintiles swiftly recruited a skilled, knowledgeable team and provided exceptional flexibility when the sponsor unexpectedly changed the project's profile.

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