

Your First 90 Days as an MSL

A Strategic Guide to Early Impact

Designed for MSLs and MSL Leaders to create strategic, confident momentum from day one.

This 30-60-90 Day Plan offers a roadmap to successfully integrate, contribute, and thrive in a new Medical Affairs role. It reflects SEMbio's own hands-on, strategic approach to career navigation within the MSL space.

The First 30 Days: Foundation & Familiarization

Scientific Immersion

- Study prescribing information, key clinical data, and relevant manuscripts on your company's product(s).
- Deepen your understanding of the disease state, standard of care, and how your asset fits within the treatment landscape.
- Review approved scientific slide decks, publications, and marketing materials.

Internal Integration

- Introduce yourself to cross-functional partners in Medical Affairs, Medical Information, Sales, and Marketing.
- Meet with your manager to set clear expectations, goals, and a regular communication cadence.
- Review your Key Responsibility Areas (KRAs) and outline performance metrics.

Territory Intelligence

- Analyze territory structure, healthcare systems, and any available KOL maps.
- Review the current KOL development strategy, including inherited insights if the territory was previously covered.

Foundational Onboarding

- Complete all compliance and field-readiness training modules.
- Familiarize yourself with the company's mission, history, values, and culture.

Days 31–60: Learning, Connecting, and Preparing for Execution

Deepen Scientific Perspective

- Expand your review to include competitor data, mechanisms of action, and publications in the broader therapeutic space.
- Dive into investigator-initiated studies (IIS), company-sponsored research, and relevant case studies.

Market Awareness

- Read press releases, earnings calls, and investor briefings to understand the organization's market position and strategic goals.
- Identify relevant national and regional medical meetings, symposia, or virtual events.

Territory Development

- Begin outreach to high-priority KOLs: send introductory emails and begin planning meetings.
- Create a working schedule for KOL engagement, prioritizing geography, influence, and alignment with medical strategy.

Peer Learning

- Schedule ride-alongs or virtual shadowing with tenured MSLs.
- Connect with the previous territory owner for transition insights if applicable.

Operational Readiness

- Complete training on CRM platforms, expense tools, and field reporting systems.
- Practice delivering approved slide decks in mock presentations.
- Prepare for your first supervised KOL meeting.

Days 61–90: Strategic Execution & Full Engagement

KOL Engagement

- Conduct independent face-to-face (or virtual) meetings with top-priority KOLs.
- Finalize a 90-day engagement map and build out a strategic plan for the next 3–6 months.

Team Integration & Field Value

- Share insights from the field with Medical Affairs, Clinical, and Commercial as appropriate.
- Begin contributing to cross-functional projects.
- Assist in onboarding new hires or providing MSL peer coaching as needed.

Broader Organizational Impact

- Attend relevant regional or national team meetings.
- Offer feedback to improve training materials, scientific messaging, or KOL resources.

FINAL NOTE:

Your first 90 days as an MSL are about building credibility, relationships, and a thoughtful approach to territory strategy. This plan isn't about checking boxes - it's about creating early momentum that leads to long-term value.

At SEMbio, we help Medical Affairs professionals move into their next chapter with clarity, preparation, and confidence. Whether you're a first-time MSL or a seasoned leader stepping into a new role, this guide was built to support your launch - one smart step at a time.