



REIMAGINE YOUR MSL TEAMS

Our experience builds world class and winning teams!

MSLs are thriving in the new era of Medical Affairs

Virtual interactions are changing the status quo. We can build and support your MSL team because we know what success looks like in the field. We are flexible and customize our content and training to meet your teams' specific needs. Our innovative programs here at Two Labs are critical to your MSL and Medical Affairs strategy.



Expertise

Our 25 years of industry experience and insights enable us to deliver a turnkey MSL functions and capabilities.



Experience

Have hired and launched over 150 Medical Teams consisting of over 1,000 staff and leadership positions. We know what great looks like.



Flexibility

We are a high-functioning team that adapts and customizes tools and resources for market changes.



Network

Solid understanding of the market and relationship with key Stakeholders across the Medical Affairs industry.



Commitment

Committed to delivering on obligations and meeting client needs in this everchanging audience reach.



Turnkey

Able to quickly deploy and support Clinical and MSL Teams that are successful.



About Two Labs

Two Labs provides expert, integration services that eliminate barriers to product launch and provide strategies for continued market viability

For a free consultation call us at 614-389-4004 or email info@twolabs.com

REIMAGINE YOUR MSL TEAMS

At Two Labs, we combine our industry expertise with our client-focused philosophy to guide pharma manufacturers from strategy to implementation through a drug's lifecycle. We provide expert, integrated solutions that eliminate barriers to product launch and provide strategy for continued market viability in both the US and Global markets.

Models	Value	Limitations	Recruitment	Deployment
Full Time	<ul style="list-style-type: none"> Dedicated – Larger geographical coverage Subject Matter Expert – constantly updating knowledge 	<ul style="list-style-type: none"> Financial Commitment Find the right person to be part of an existing team 	8-10 Weeks	3-4 Weeks (after offer)
Per Diem	<ul style="list-style-type: none"> Good resource for limited needs Consistent coverage One point of contact 	<ul style="list-style-type: none"> Not able to convert to full time May require benefits if goes beyond 24 hours per week 	4-6 Weeks	2 Weeks
Pay as You Go	<ul style="list-style-type: none"> Flexible resource to meet unpredictable demands Only Pay when using service Very focused i.e. Congresses, Ad boards, Society Meetings 	<ul style="list-style-type: none"> Lead Time May need retraining Not able to convert to full time Must use in 4-hour blocks 	4-6 Weeks	2 Weeks

WHY INVEST IN A PARTNERSHIP WITH TWO LABS?



250+ LAUNCHES
NEW PRODUCTS AND TRANSITIONS



OUR CLIENTS

80% or more of our clients are launching their first drug



17+ YEARS

as a pharmaceutical industry leader like Arcutis for over 17 years

TEAM OF EXPERTS

Our team is comprised of industry professionals who are experts in their fields. Their expertise extends across a multitude of disciplines in the pharmaceutical industry, from licensing, compendia, and patient services, to channel strategy, finance, and more. We strive not only to be subject matter experts within disciplines but also in therapeutic classes.

WE ARE KNOWN FOR

Our reputation in the industry is that we understand the client's needs, provide a customized approach, and deliver the results they expect. According to Loyalty Research Center, Two Labs client loyalty was the highest they have seen among any of their B2B and B2C clients.

Source: Loyalty Research Center, August 2018, N=56, Updating research August 2020.

We understand that patients are desperately waiting for the latest drug innovation and pharmaceutical leaders are anxiously getting ready to launch their new product. The partnership you would experience with Two Labs is the highest our third party research vendor has ever seen from any organization.

At the end of the day we take care of our clients - doing what's right for them and their new product.