

PROFILE OF A MEDICAL SCIENCE LIAISON

**MICHELLE DUBINSKY, MEDICAL
SCIENCE LIAISON (MSL),
CARDIOMETABOLISM**



OVERVIEW OF THE MSL ROLE

Project Management (PM) in the pharmaceutical industry ensures the successful development and delivery of drugs by overseeing planning, execution, and coordination across various functions, such as research, clinical trials, and product development. PM helps manage risks, optimize resources, and ensure cross-functional collaboration, ensuring projects meet timelines, budgets, and safety standards. Given the highly regulated nature of the industry, PMs ensure compliance with evolving global regulations and navigate the complexities of clinical trials, formulation development and commercial launch. An effective PM helps accelerate time-to-market for new therapies, driving innovation, profitability, and ultimately improving patient outcomes.

CURRENT ROLE

AS AN MSL, MICHELLE:

- Cultivates and manages scientific relationships with KOLs and healthcare professionals (HCPs) across her assigned territory.
- Acts as a scientific expert within her therapeutic area, delivering accurate and balanced information to support clinical decision-making and external stakeholder engagement.
- Collaborates cross-functionally with internal teams including Medical Affairs, Clinical Development, and Commercial to ensure alignment on strategy and scientific messaging.

MICHELLE' BACKGROUND

- **Education:** My PhD in Medical Science is from the University of Toronto, where I focused on cardiovascular disease. Prior to this, I completed a Masters of Science in Biochemistry at Western University, studying a protein involved in Cancer and Alzheimer's disease. My Honors Bachelor of Science was in Biochemistry with a specialization in Molecular Biology.
- **Career Path:** Through my academic training and research experiences at the 'wet bench' as well as teaching experience I realized that conducting the pre-clinical research wasn't for me and I wanted to have a greater impact on patient care. I enjoyed communicating science to diverse audiences and having in-depth discussions. With my PhD years focusing on cardiovascular disease, working with a nephrologist, and developing relationships with clinician-scientists, researchers, faculty members, staff, and students, the cardio-renal-metabolic space in industry was where I had therapeutic area knowledge and meaningful connections that I leveraged for the role.
- **Experience:** Being an MSL for 2.5 years now has been such a rewarding and exciting early-stage career. I have capitalized on my scientific and business acumen while learning from a great team of national MSLs supporting pharmacotherapies at different stages of the product lifecycle, first starting with data dissemination for a new indication and now being involved in early-stage discussions with KOLs about pipeline products. There is constant evolution in the pharmaceutical industry and always something new to learn – something I love about the role.

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MSL KEY RESPONSIBILITIES

Briefly, the MSL is the external-facing role of the company in the medical affairs department.

Some important facets are:

- **KOL Engagement:** Builds and maintains trusted, peer-level relationships with key external stakeholders to gather insights, share data, and support evidence-based discussions.
- **Scientific Communication:** Delivers presentations and responds to medical inquiries on product data, clinical trials, and disease states in a compliant, non-promotional manner.
- **Field Insights Gathering:** Collects and synthesizes actionable insights from the field to inform internal strategy and identify emerging trends, unmet needs, or research opportunities.
- **Medical Education Support:** Participates in advisory boards, congresses, and educational initiatives to support knowledge sharing and strengthen the organization's scientific presence.

VISION FOR CONTINUED SUCCESS IN MEDICAL AFFAIRS

My vision for the MSL role is that it can continue to evolve as a key driver of scientific exchange and strategic alignment between industry and healthcare providers. As healthcare moves into new avenues of patient care, and therapies increase in complexity, the MSL will hopefully become increasingly important in shaping personalized medicine, guiding real-world evidence generation, and ensuring patients benefit from the latest scientific advancements in an ethical and meaningful way.

**“MY GOAL FOR EVERY
INTERACTION IS TO
PROVIDE VALUE.”**



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PROFESSIONAL PHILOSOPHY

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ADVICE FOR ASPIRING MSLS

1. Master Scientific Storytelling: It's not just about knowing the data. It's about communicating it clearly and effectively to the audience in which you are presenting to that day.
2. Build Authentic Relationships: Focus on being a trusted scientific partner, not a salesperson. Credibility is extremely valuable.
3. Stay Curious and Adaptable: The field is always changing. Be open to continuous learning and embrace the evolving landscape of healthcare and innovation.

AT A GLANCE

CHALLENGES

- Frequent travel; field-based and often solo.
- Must stay updated on complex, evolving science.
- High pressure to be the scientific expert.
- Balance compliance with strategic internal goals.

BENEFITS

- Share science, not sales—pure evidence-based discussions.
- Build strong KOL/HCP relationships across your territory.
- Learn constantly—always new data, trials, and insights.
- Collaborate across medical, clinical, and commercial teams.

