

Brief history of Akuta Labs, Trinity Partners, and our work with MSLs

Akuta Labs began building MSL / KOL information management software because there were no technologies to support fully the work of MSLs, and share useful information from that work with other parts of the company. Through our sister company's ([Trinity Partners](#)) work with biotech and pharmaceutical companies on commercialization and growth strategies, we were consistently unable to find a single good technology to integrate a proper KOL database with Science Liaison activity, or to fill the executive team's need for specific information from the field.

While we have seen some KOL software that primarily populates databases through automated search technology, most MSLs were using home-grown solutions (literally not much more than Excel) or were being forced onto CRM solutions (Siebel, etc.) that are mainly for sales organizations. We set out to fix this problem by creating the solution ourselves, to accomplish the following:

1. **Track MSL activities and determine which ones are working.** This is less about making sure people are doing their jobs, and more about understanding the institutions they are covering and discovering key insights as they come in from physicians. Beyond simply knowing what is happening in the field, it is much more useful to know what is actually *valuable* (and how valuable it is).

As an example, it is challenging for a Boston-based MSL Director to keep track of what 3 West Coast MSLs are doing day-to-day without a software solution; and without one that is MSL-specific, it's virtually impossible to know how their efforts are moving relative to their trials support and educational goals, and how doctors are responding to those efforts.

The Akuta Labs system is the result of more than ten years of industry experience and research at our sister company Trinity Partners. Because we remain directly in this commercialization and growth work, the software we create is different from what can be offered by stand-alone technology companies.

2. **Connect MSLs with each other, and their knowledge with executive team.** Historically, the MSL position has been a disconnected field post. This worked fine when sales teams could share their extensive field knowledge to support executive planning. However, as doctor preference continues to shift away from significant sales contact, it is necessary to utilize the ongoing close MSL relationship as a real, continuous customer data source, central to executive team decision making (launch and growth strategy, marketing).
3. **Provide proper MSL metrics and reporting.** Akuta software draws on our industry experience and analytic background to include the most appropriate metrics and graphical reporting for quantifying and sharing MSL activities with management.
4. **Adhere to industry / company compliance policies and standards.** The software allows companies to control which publications, studies, surveys, etc. are used by the MSLs. If desired, these elements can be managed even more tightly, with automatic records generated every time any document is presented to a physician.
5. **Provide up-to-date KOL database specific to your therapeutic area, linked directly with all KOL activity.** There are a variety of providers who offer KOL solutions or strategies. But, a contact management database is not a strategy, and most are only automated search engines. None connect the KOL database with the full work of the MSL organization. None allow marketing to know which KOLs are seen by MSLs and what feedback occurs. So in addition to real strategic support software, Akuta also provides fully vetted KOL lists by therapeutic category, using a distinct methodology developed through Trinity expertise. The main benefit here of the Akuta software is that it allows you to take a KOL list (of your choosing or one that we provide working with you) and tie it directly to the full scale of MSL activity. This tie is critical to continually validating and updating your KOL target universe through MSL field input.

Built from a background that understands the work that needs to get done, Akuta Labs makes software that is simple and straightforward enough to actually use, and creates a clearer, faster connection between properly-supported field efforts and executive information needs. If you find this interesting and would like to speak with us, please [email](#) to set up a call or visit.