

30/60/90 Day Plan (Example)

30 Days

- Meet with Manager to establish key objectives and expectations
- Learning and understanding company policies/benefits, procedures, company specific compliance guidelines and reporting systems
- Familiarization with initial scientific/data
- Read all available publications, literature, abstracts, PI and marketing materials in addition to general disease state treatment guidelines and clinical data
- Introductions to team members and cross-functional internal partners
- Territory planning
 - Understanding KOL target audience and their tiers, identify where there are established relationships, needs and prioritize.
- Hybrid TA/Managed Care model- look into those accounts/relationships as needed

60 Days

- Deeper product/disease state understanding
 - Explore competitive landscape, learn competitor products and their
 - Pipeline research company is working on
- Completing any learning modules/presentations that might have been assigned
- Beginning to develop prioritized KOL target list based on tier, existing relationships, access and start to reach out for engagements.
- 1:1 training with mentor/manager on functionality of MSL day-to-day the company way
- Participate in field shadowing/ride-alongs as deemed appropriate

90 Days

- Prepared to be completely field-ready and able to engage with KOLs fully without supervision and providing insights back to the company
- Completing future planning for KOL engagements and booking my calendar out for appointments
- Operating as a contributing member of the MSL team, taking on projects as needed