



Certified Medical Science Liaison - **CMSL**

Designed for

- Aspiring MSLS
- Medical Representatives
- Product specialists
- Recently hired MSLS

Accredited by CPD United Kingdom

What Will Your Learning Journey Look Like?

We believe in more than just knowledge; we focus on **transformation**.

1

LEARN

Live Online Sessions

Duration: 5 weeks

Sessions: Online live, interactive sessions per week (Fridays & Saturdays)

2

APPLY

Mock MSL Assessment

Assignments & Quizzes:
Weekly during the program

Final Mock Assessment:
MSL assessment on a clinical-trial appraisal and medical-plan presentation.

3

Lead

5 Soft Skills sessions (Recorded)

1. Business communication
2. Scientific Storytelling
3. Strategic Thinking
4. Strategic KOL engagement
5. Interview preparation

4

Coaching

2 Additional Mock Assessment

2 individual Mock assessment on Oncology and Rare disease therapy areas.

5

Access to Mentorship (Q & A Session Quarterly)

*Mentorship access for 1 year
Unlimited access to records after the program

Program Instructor

Dr. Adham El Said

Therapy area Lead & Medical Affairs Professional Trainer | Middle East

Core Expertise

- Medical Affairs Leadership: Drove cross-functional launch readiness and KOL engagement programs that expanded therapeutic access across diverse markets in the GCC and Levant regions.
- Medical Governance & Compliance: Implemented region-wide SOPs and training that aligned global standards with local regulations, ensuring audit-ready operations.
- Clinical Research & RWE: Guided post-marketing observational research, bridging evidence gaps and informing real-world practice.

Credentials

- Board Certified Oncology Pharmacist (BCOP)
- Professional Certified Trainer – American University in Cairo & Association for Talent Development (ATD)
- Scientific Research & Biostatistics Program – King Abdulaziz University

Training & Coaching Impact

- CMSL Certificate Program: Trained 600+ aspiring MSLS across the Middle East.
- CMAP Medical Affairs Diploma: Developed and delivered curriculum for 100+ practicing MSLS.
- 1,300+ one-to-one coaching sessions for current and future MSLS, sharpening scientific storytelling, compliance, and stakeholder engagement skills.
- 5 years of workshop facilitation on launch excellence, insights generation, and medical strategy.

Personalized Experience

- **Individual Mock assessment:** 3 mock assessments to refine Clinical trial and medical affairs plan presentations, address individual learning needs, and strengthen interview readiness.
- **Quarterly Q & A Forums:** Post-course case-based discussions and Soft skill topics
- **MSL Assessment Support:** Individual Plan once you have MSL assessment to guide you through preparation process.

Beyond teaching, we mentor, assess, and empower you to grow as a scientific leader.

“Learn. Apply. Lead.”

Career Impact

This program prepares you not just for MSL interviews but for long-term success in Medical Affairs roles.

You'll finish with a portfolio of assessed presentations, personalized feedback, and the confidence to communicate science strategically.

Join more than 600 graduate over MENA region



Nada Fahmy • 1st

Medical representative at sanofi CHC | Certified MSL | Medical affairs...
2w • 🌐

Excited to share a major milestone in my journey! 🚀 Just completed my MSL course, marking the first achievement of 2024. Embracing the power of continuous learning is a key to my success.
Grateful for the knowledge gained during the course covering study design ,critical appraisal , how to search for clinical evidence ,how to respond to medical inquiries , effective KOL engagement plan, post marketing research for an effective medical affairs strategy, Eager to practice and utilise my knowledge and skills in dynamic environment of Medical Affairs
[#MSL](#) [#ContinuousLearning](#) [#AchievementUnlocked](#)

Thanks for your efforts [Adham El Said](#) and [APA Academy](#)



Michael Fawzy • 1st

Product Specialist at Acino
2mo • 🌐

I would like to share that I had successfully completed all requirements for the Certified MSL program by [APA Academy](#) accredited by The CPD Certification Service UK including weekly assignments, Quizzes, and presentations,.

During the program:

- I was able to understand and practice several skills required by MSL as,
- Understanding MSL role and key activities
- Clinical trial appraisal and presentation
- How to search for clinical evidence
- How to respond to a medical inquiry
- How to create my KOL list and key activities to medically engage with them
- Creating medical affairs strategy and key medical activities plan.

Special thanks to [Adham El Said](#) for all your effort through this still ongoing journey, and your continuous mentoring and support.



Faisal Alblowi • 1st

Medical Science Liaison, Immunology
3w • 🌐

I would like to share that I had successfully completed all requirements for the Certified MSL program by [APA Academy](#) including weekly assignments, Quizzes, and presentations.

During the 7 weeks program, I was able to understand and practice several skills required by MSL as Understanding MSL role and key activities, Clinical trial appraisal and presentation, how to search for clinical evidence, How to respond to a medical inquiry, how to create my KOL list and key activities to medically engage with them, and Creating medical affairs strategy and key medical activities plan.



Joud Akkad • 1st

Senior Product Specialist at AstraZeneca
7mo • 🌐

I would like to share that I had successfully completed all requirements for the Certified MSL program by [APA Academy](#) including weekly assignments, Quizzes, and presentations.

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- Understanding MSL role and key activities.
- Clinical trial appraisal, and presentations.
- How to search for clinical evidence
- How to respond to a medical inquiry.
- How to create my KOL list and key activities to medically engage with them.
- Creating medical affairs strategy and key medical activities plan.

Thanks a lot [Adham El Said](#) for all your efforts throughout this journey, you really eased it for me by all your support and knowledge.

[#cmsl](#) [#msl](#) [#certified](#) [#medicalaffairs](#) [#msleducation](#) [#medical](#)



Program Objectives

Through a blend of live online sessions, practical assignments, and individualized coaching, participants will:

- **Master Medical Affairs Foundations:** Understand the evolving role of MSLs, core responsibilities, competencies, and cross-functional collaboration.
- **Develop Scientific Acumen:** Critically appraise and interpret primary literature, clinical trial data, and treatment guidelines.
- **Build Strategic Thinking:** Learn to craft and execute Medical Affairs strategies aligned with organizational goals and patient needs.
- **Excel in KOL Engagement:** Identify and tier Key Opinion Leaders (KOLs), generate actionable medical insights, and communicate effectively.
- **Prepare for Assessment & Certification:** Create and deliver a clinical-trial and medical-plan presentation; receive personalized feedback through **3 mock assessments**.

A comprehensive, **five-week** intensive program designed to equip you with the knowledge, skills, and strategic mindset required to excel in MSL assessment.

CMSL testimonials

Join more than 600 professionals enrolled in the CMSL in MENA region



Ferial Ismail • 1st
Professional Medical Representative at MSD-Diabetes Franchise
36m • 🌐



Proudly sharing with you my new personal achievement and milestone in my career's development process by successfully completing an 18 hrs live sessions of Medical Science Liaison program by the Arab Academy for Medical Affairs.

A special thanks to our instructor Dr.Adham for his great efforts and continues support throughout the program .Thank you Arab Academy for Medical Affairs for this amazing program!



Fady sameh farouk,CMSL • 1st
Senior Medical Representative at AstraZeneca
2mo • 🌐

"One way to keep momentum going is to have constantly greater goals."

I would like to share that I had successfully completed all requirements for the Certified MSL program by [APA Academy](#) accredited by The CPD Certification Service UK including weekly assignments, Quizzes, and presentations,

During the program:

- I was able to understand and practice several skills required by MSL as,
- Understanding MSL role and key activities
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- How to create my KOL list and key activities to medically engage with them
- Creating medical affairs strategy and key medical activities plan.

Special thanks to [Adham El Said](#) for all your effort through this still ongoing journey, and your continuous mentoring and support.



Al hashmeya sabra • 1st
Rare Diseases MSL at Genpharm
2w • 🌐



knowledge is the tool to excel in everything we do,it is the backbone of your expertise to make a difference .

Another [#milestone](#) achieved in acquiring the full knowledge of The MSL Role knowing all the Aspects,and activities to support patients and healthcare system in untraditional and more innovative ways.

[#MSL](#) Certificate is granted after successfully completion of [#graduation](#) project and the training program covering different topics such as:
Clinical trials appraisal and presentation ,EBM and guidelines,drug clinical development,phase 4 studies,KOL engagement , Medical Strategy and advisory Boards.

Thanks [Adham El Said](#) for your professionalism ,efforts, your insights and knowledge shared and your great dedication .
[APA Academy](#)

For more success in achieving another milestone in my career and personal development Journey .

[#healthcare](#) [#careerdevelopment](#) [#medicalaffairs](#) [#clinicalresearch](#) [#research](#)



Norhan Ghoneim • 1st
Human Health | Speciality Care | BSc. Pharmacy & Biotechnology | MSD
3w • 🌐

Excited to share that I've successfully completed a comprehensive 7-week certification program -accredited by the CPD Certification Service UK - to become a Certified Medical Science Liaison!

Along with my current role, this certification equips me with a deeper understanding of medical concepts and enhances my ability to communicate and respond to essential information based on clinical evidence to healthcare professionals.



Abanoub Gaballah • 1st
Thrombosis specialist at SANOFI
22h • 🌐



A great course designed to deliver knowledge and practice in all aspects of medical affairs.

It was a great learning journey across the 18 hrs , and we learned alot from sharing our projects that have been lead by colleagues from different pharmaceutical companies and mindsets .

Thank you so much [Arab Academy for Pharmaceutical Affairs \(AAPA\)](#)



Eman Halawani • 1st
Medical Science Liaison Hematology, Saudi Arabia at Bristol Myers Squibb
4mo • 🌐



I'm glad to share that i've achieved a new milestone in my career development by successfully completing MSL course by Arab Academy of Medical Affairs.

Many thanks [Arab Medical Affairs Academy \(APA Division\)](#) for the informative & valuable program.

Really enjoyed the fruitful scientific journey!

Special thanks to the instructor [Adham El Said](#) for his effort and support.

CMSL Content

Module 1: Understanding MSL Role

- Regulatory structure of Pharmaceutical industry.
- Cross functional teams roles and responsibilities.
- ICH Guidelines – Role in drug development regulation.
- Leading role of Medical Affairs department.
- Common roles and responsibilities' for MSL and Medical Affairs team.
- MSL Qualifications and KPIs.

Module 2: Clinical Trial Appraisal

- Identify different study designs (Observational and Interventional)
- Meta-analysis and Systematic review.
- Identify Bias and Variation in clinical trials and how to control them.
- How to check Internal and External validity of clinical trials.
- Calculate Odds ratio, Hazard ratio and Risk ratio (Measures of Association).
- Absolute Risk reduction (ARR) and Number needed to treat (NNT / NNH)
- Relative risk reduction.
- Detailed description of all clinical trial sections.
- Identify different study methods and inclusion and exclusion criteria.
- Interpreting Trial profile and drop out rates.
- Identify significance of P value and Confidence interval.
- How to interpret study results.
- Types of endpoints (Surrogate, composite, categorical, etc.)
- Interpretation of safety data.
- Analyze discussion section of clinical trial.
- Critical appraisal form practice.

CMSL Content

Module 3: Presenting Clinical Trial

- Organize and structure information to ensure clarity and coherence in the presentation.
- Incorporate visual aids to enhance the understanding and engagement of the audience.
- Slide Structure.
- identify main information to include in clinical trial presentation.
- Different Reference styles.
- Mock clinical trial assessment with the instructor.

Module 4: Evidence based Medicine (Drug Information)

- How to search for clinical evidence. (PICO Search)
- How read clinical guidelines grading system.
- How to respond to medical inquiry.
- How to Respond to Off-label use inquiry.
- Creating Standard response document.

Module 5: Post Marketing Studies

- Types of postmarketing research.
- Different Objectives of Phase 4 studies and IIS.
- Role of Medical affairs in Phase 4 research & ISS.
- Role of Phase 4 studies in post launch activities.
- Introduction to Health economics outcome research.

CMSL Content

Module 6: KOL Engagement

- How to identify your KOL according to disease area?
- How to create a KOL Map?
- How to engage KOL in medical activities?
- How to develop speakers for your product?
- What is insights? How to get them?
- Guidance for Proactive and Reactive interaction with KOL.

Module 7: Advisory boards

- Different types of Advisory boards.
- How to select Advisory board attendees.
- How to prepare for advisory board.
- How to report advisory board.

Module 8: Pharmacovigilance

- Pharmacovigilance basics.
- Role of Medical affairs in supporting drug safety.
- Risk management plans.
- DHCPL and Adverse event reporting.








CMSL Content

Module 9: Medical Strategy

- Medical Affairs Strategy overview
- Therapeutic Area analysis.
- Types and objectives of Medical affairs activities.
- Medical Affairs Dashboard.
- Introduction to Omnichannel Communication.
- Launch excellence and readiness.
- Strategic Thinking in Medical Affairs

Why CMSL Certificate

We work together to achieve your objectives

-  9 Modules covering essential knowledge and Skills to be ready for MSL assessment and role.
-  **Delivered by Expert in Medical Affairs** with 15 years experience in pharma industry & 10 years experience in Medical Affairs function.
-  Weekly **assignments** with individual feedback by the instructor.
-  **1 to 1 coaching** session and Mock assessment by the end of the program.
-  Follow-up on **mock assessments** based on the 1 to 1 coaching session.
-  **MSL assessment support**, through 1 to 1 meeting to prepare for the assessment.
-  **Access to Mentorship program.**



Have Questions?

Contact Us



WhatsApp

00971 50 60 4 7059



Email

info@apaacademy.com



Website

www.apaconsult.com



Address

Dubai – Meydan Business Center
Giza – 6 October City – Royal Towers