

MAR T2DM (EU5)

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Abstracts

Fierce competition in T2DM medical affairs. Can the top two teams hold onto their lead?

Two medical affairs teams lead in the EU5 type 2 diabetes mellitus (T2DM) market, but for how long? Competition is fierce, and a few small improvements could vault any number of teams into top spot.

Find out, and see how your team measures up, in Medical Affairs Reputations: T2DM (EU5).

Comparing teams for 12 major T2DM drugs from AstraZeneca, Boehringer Ingelheim, Eli Lilly, Johnson & Johnson, Merck Sharpe & Dohme, Novartis, Novo Nordisk and Sanofi, this detailed report reveals

How doctors rate each team overall, and on 12 key medical affairs services.

Which medical affairs services are most important.

How, and how often doctors want to meet with your team.

What you can do to improve your medical affairs services.

That's actionable information you can use to turn your team into one that doctors rely on.

TOP TAKEAWAYS

No team is safe: While two teams have a clear lead, overall quality scores are

close at the top of the market, and any team could take the lead. What can lower-ranked teams do to boost their scores?

A winning formula: Two of the top three medical affairs teams come from the same company. What do performance and satisfaction data reveal about the secret to their success?

Clamouring for attention: Up to nearly one-third of respondents report interacting with the surveyed teams more than once per month. Are teams struggling to differentiate their products in a crowded market?

Room for improvement: Performance and satisfaction scores are not positive across the board. Doctors, it seems, are only moderately happy, and have a host of recommendations for teams to improve their services.

No substitute for in-person interactions: Not only do doctors rate face-to-face communication methods highest, they say that nearly every team needs improvement in areas related to in-person interactions.

Insights into Medical Affairs Teams for These T2DM Treatments DPP-IV inhibitors:

DPP-IV inhibitors

Januvia (sitagliptin; Merck & Co.)

Trajenta (linagliptin; Eli Lilly/Boehringer Ingelheim)

Galvus (vildagliptin; Novartis)

SGLT-2inhibitors

Invokana (canagliflozin; Johnson & Johnson)

Jardiance (empagliflozin; Boehringer Ingelheim)

Forxiga (dapagliflozin; AstraZeneca)

GLP-1 agonists

Victoza (liraglutide; Novo Nordisk)

Trulicity (dulaglutide; Eli Lilly)

Insulin

Toujeo (insulin glargine; Sanofi)

NovoLog (insulin aspart; Novo Nordisk)

Humalog (insulin lispro; Eli Lilly)

Tresiba (insulin degludec; Novo Nordisk)

An Expert-designed Competitive View of Your Medical Affairs Team

Developed with the help of medical affairs specialists, this report gives you an in-depth comparison of 10 medical affairs teams—answering important questions like:

WHAT DO DOCTORS NEED?

How, and how often are they using your medical affairs team?

What services do they consider most important?

How often should you contact them? What channels are best?

Does your medical affairs team deliver?

How memorable are your team's interactions with doctors?

How do doctors rank your team for performance and satisfaction in 12 key areas?

How does your team compare to the competition—in each area, and overall?

What needs improvement?

Are you delivering the services that are most important to doctors?

Where do you need to improve?

How can your team enhance its services?

Based on Interviews with Practicing Oncologists

We surveyed 150 diabetologists and primary care physicians from the EU5 (France, Italy, Germany, Spain, UK), chosen from the largest community of validated physicians in the world.

Have been practicing for between 3 and 35 years

See at least 5 patients with Melanoma in a typical month

Devote at least 50% of their time to direct patient care

Have interacted with at least one listed product's medical affairs team in the past 6 months.

We conducted the survey between July 6th and 11th, 2016.

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