

MAR T2DM (US)

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Abstracts

Two medical affairs teams are way ahead. Can your team learn from their success?

Two medical affairs teams have taken a big lead in the US type 2 diabetes mellitus (T2DM) market. Are they delivering the services doctors need most, or are they simply more active than the rest of the pack?

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

Comparing teams for 11 major T2DM drugs from AstraZeneca, Boehringer Ingelheim, Eli Lilly, Johnson & Johnson, Merck & Co., 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

Tight race at the top: Two teams—one relatively new to market, the other more

established—are neck and neck for first place. Is this a case of an incumbent defending its market share from a hungry up-and-comer?

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 all positive. Doctors, it seems, are only moderately happy, and have a host of recommendations for teams to improve their services.

All business: US doctors rely on medical affairs teams for practical assistance with clinical issues, and identified clinical support functions as the most important medical affairs services. What kind of support do they need most?

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

DPP-IV inhibitors

Januvia (sitagliptin; Merck & Co.)

Tradjenta (linagliptin; Eli Lilly/Boehringer Ingelheim)

SGLT-2inhibitors

Invokana (canagliflozin; Johnson & Johnson)

Jardiance (empagliflozin; Boehringer Ingelheim)

Farxiga (dapagliflozin; AstraZeneca)

GLP-1 agonists

Victoza (liraglutide; Novo Nordisk)

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 100 US diabetologists and primary care physicians, 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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