

Medical Affairs Reputations: Asthma/COPD (EU)

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Abstracts

Close races for 1st and 2nd place medical affairs team. Where does your team rank?

Compare the medical affairs teams for 12 major Asthma/COPD drugs head to head. Find out which two teams are neck and neck for first place, whether teams representing fixed-dose combinations outperform those representing monotherapies, and which two key services most teams need to improve.

All that and more in Medical Affairs Reputations: Asthma/COPD.

Based on a survey of 100 US pulmonologists, the report covers teams from AstraZeneca, Boehringer Ingelheim, GSK, Novartis, and Takeda, showing you at a glance:

How pulmonologists rate your team overall, and on 12 key medical affairs services.

Which medical affairs services are most important.

How, and how often pulmonologists 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.

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Top Takeaways

Competition at every level: Two teams are vying for first place, but there are at least three other close races all the way down the list of surveyed teams.

Moderate scores overall: Performance and satisfaction scores for specific medical affairs services are mostly positive, but not especially high. Overall quality scores are also modest, even for the top-ranking teams.

Clear areas for improvement: All but one of the surveyed teams need to improve one or two key medical affairs services. Where does your team need improvement?

Doctors' need information: While doctors currently rely on medical affairs teams for practical, clinical information, and rank information provision services as most important, they did identify several types of information that teams could do a better job of providing.

Teams need to be more considerate: Over a third of doctors surveyed said that teams needed to improve their attitude, e.g., understanding doctors' needs and respecting their time.

Overwhelming preference for in-person interactions: Doctors rate face-to-face communication methods highest. Which specific methods do they prefer?

Insight into Medical Affairs Teams for These Asthma/COPD Treatments

Anoro (umeclidinium/vilanterol; GSK)

Daxas (roflumilast; Takeda)

Eklira (aclidinium; AstraZeneca)

Nucala (mepolizumab; GSK)

Onbrez (indacaterol; Novartis)

Relvar Ellipta (vilanterol/fluticasone furoate; GSK)

Seebri (glycopyrronium; Novartis)

Spiriva (tiotropium; Boehringer Ingelheim)

Symbicort (budesonide/formoterol; AstraZeneca)

Seretide (fluticasone/salmeterol; GSK)

Utibron (indacaterol/glycopyrronium; Novartis)

Xolair (omalizumab; Novartis/Roche)

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 12 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 Doctors

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

All respondents:

Have been practicing for between 3 and 35 years

See at least 5 patients with growth hormone deficiency in a typical month

Devote at least 50 percent 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 September 1st and 8th, 2016.

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Contents

1. OBJECTIVES, SURVEY METHODOLOGY AND SAMPLING, PRODUCTS INCLUDED IN THE SURVEY, EXECUTIVE SUMMARY

2. CURRENT STATUS OF INTERACTIONS WITH DIFFERENT MEDICAL AFFAIRS TEAMS

- 2.1 Interactions in the past 6 months with Medical Affairs teams for each product
- 2.2 Current frequency of interactions with medical affair teams for each product

3. COMPETITIVE EVALUATION OF MEDICAL AFFAIRS TEAMS PERFORMANCE ON VARIOUS ATTRIBUTES

- 3.1 Evaluation of overall quality of interactions with Medical Affairs teams for each product
- 3.2 Attribute importance of Medical Affairs teams roles to physicians' practice
- 3.3 EdgeMap analysis – Competitive evaluation on Medical Affairs teams performance on attributes
- 3.4 Competitive evaluation of physicians satisfaction of interaction with Medical Affairs teams
- 3.5 Need-Gap analysis by product

4. PREFERRED INTERACTION MEDIA, FREQUENCY, AND SUGGESTIONS FOR IMPROVEMENT

- 4.1 Preferred interaction media and frequency, and suggestions for improvement

5. APPENDIX

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