

# Medical Affairs Reputations: Asthma/COPD (US)

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## Abstracts

Which medical affairs team is losing out despite high performance and satisfaction scores?

Compare the medical affairs teams for 12 major Asthma/COPD drugs head to head. Find out which three teams are competing for first place, which team scored lowest overall despite high performance and satisfaction ratings in key areas, and which company has 3 of the top 5 teams.

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 Roche, 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: Three teams are vying for first place, but there are at least four other close races all the way down the list of surveyed teams.

One team may have found the secret to success: Three of the top five medical affairs teams come from the same company.

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

Performance and satisfaction scores aren't everything: The last place team earned high, and often leading, performance and satisfaction scores for most services, so why is it lagging?

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.

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

Advair (fluticasone/salmeterol; GSK)

Anoro (umeclidinium/vilanterol; GSK)

Arcapta (indacaterol; Novartis)

Breo Ellipta (vilanterol/fluticasone furoate; GSK)

Daliresp (roflumilast; AstraZeneca)

Nucala (mepolizumab; GSK)

Seebri (glycopyrronium; Novartis)

Spiriva (tiotropium; Boehringer Ingelheim)

Symbicort (budesonide/formoterol; AstraZeneca)

Tudorza (aclidinium; AstraZeneca)

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 100 US pulmonologists, 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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