

# Medical Affairs Reputations (EU5) [Cancer Pain]

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## Abstracts

There's plenty of room for teams to improve. Can your team seize the opportunity?

The medical oncologists we surveyed say that medical affairs teams for cancer pain drugs turned in a disappointing performance in the past 6 months. Their ratings on individual services barely crept above neutral, and they're failing to deliver the information doctors need. Nevertheless, doctors are open to more frequent interactions, so there's plenty of opportunity for a motivated team to start delivering the goods, and leap ahead of the competition.

Find out what your team gets right, and where it's going wrong in Medical Affairs Reputations: Cancer Pain (EU5).

Comparing 7 major cancer pain treatments from Kyowa Kirin, Mundipharma/Napp, Takeda, and Teva, this report reveals:

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

Which medical affairs services are most important, and what you can do to improve them.

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

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

Top Takeaways

## Top Takeaways

Humdrum results: Performance and satisfaction ratings for individual medical affairs services are neutral to slightly positive.

One team leads for overall quality of interactions: But not by much. 3 other teams are competing for 3rd place, while another 3 are competing for 5th.

Specific improvements needed: 5 of the surveyed teams need to improve 1 or 2 specific services.

Nearly 40% of doctors say teams could do a better job of providing information: They identified 4 ways teams can improve, and highlighted the type of information they want.

Doctors are very unhappy with one team: It earns the lowest performance and satisfaction ratings for almost every medical affairs service.

Teams may be under-communicating: Doctors tend to want to hear from teams more often than teams are contacting them.

## Insight into Medical Affairs Teams for These Cancer Pain Treatments

Abstral (fentanyl sublingual; Kyowa Kirin)

Actiq (fentanyl transmucosal; Teva)

Effentora (fentanyl buccal; Teva)

Instanyl (fentanyl intranasal; Takeda)

PecFent (fentanyl intranasal; Kyowa Kirin)

OxyContin (oxycodone CII; Mundipharma/Napp)

OxyNorm (oxycodone IR; Mundipharma/Napp)

## An Expert-designed Competitive View of Your Medical Affairs Teams

Developed with the help of medical affairs specialists, this report gives you an in-depth comparison of 7 medical affairs teams—answering important questions like:

What do doctors need?

How, and how often are doctors 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 Expert Knowledge

We surveyed 150 medical oncologists from the EU5 (France, Italy, Germany, Spain and the UK) —chosen from the largest community of validated physicians in the world

All respondents:

*Medical Affairs Reputations (EU5) [Cancer Pain]*

Have been practicing for between 3 and 35 years

See at least 5 patients with cancer pain 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 June 1st and 7th, 2017.

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