

Medical Affairs Reputations (EU5) [CLL]

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Abstracts

How well does your CLL medical affairs team performance compare with the rest?

Is 'moderately satisfied' good enough? According to this latest survey of 150 medical oncologists and haematologists across the EU5 (UK, France, Germany, Italy and Spain) the performance of chronic lymphocytic leukaemia medical affairs teams still has a way to go in some key areas before higher satisfaction ratings can be achieved across the board. Find out what physicians think is done well; what they want to see more of; and why some are dissatisfied.

Use Medical Affairs Reputations: Chronic Lymphocytic Leukaemia 2017 (EU5) to discover how your team can better meet the high expectations of physicians at the frontline.

This report compares the current activities of medical affairs teams for the six leading CLL treatments from Novartis, Gilead, Roche, Janssen, AbbVie and Genmab. It shows:

How physicians rate each team overall, and for 12 key medical affairs services.

What is most important to physicians, plus what can be done better.

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

It's time to find out exactly how well your medical affairs team is performing against fierce competition – and establish an action plan to gain competitive advantage

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Top Takeaways

Stand out or forgettable? One team strides ahead with 94% of physicians recalling an interaction within the last 6 months. For many, a monthly visit is preferable.

Building confidence: How much do European physicians rely on medical affairs to answer questions about off-label usage? What are they spending more time talking about to medical affairs professionals than ever before?

Fierce competition: One team tops the satisfaction table for every single medical affairs attribute. Which teams are closing in fast and where are they making the most impact?

Pleased to see you: Face-to-face meetings are liked but are they the most preferred form of interaction? How do medical meetings and education events compare?

Good news for all: Physicians praised every drug for at least 3 areas of support provided by medical affairs.

Information is king: 39% of respondents want to know more from their medical affairs teams. What specifically are they asking for?

Insight into Medical Affairs Teams for These CLL Brands

Arzerra (ofatumumab; Novartis/Genmab)

Gazyvaro (obinutuzumab; Roche)

Imbruvica (ibrutinib; Janssen)

MabThera (rituximab; Roche)

Venclyxto (venetoclax; Roche/AbbVie)

Zydelig (idelalisib; Gilead)

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 7 medical affairs teams—answering important questions like:

What do physicians 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 medical oncologists and haematologists 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 CLL 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 August 1st and 16th, 2017.

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