

Medical Affairs Reputations (EU5) [Melanoma]

<https://marketpublishers.com/r/MF75441D202EN.html>

Date: June 2017

Pages: 0

Price: US\$ 6,175.00 (Single User License)

ID: MF75441D202EN

Abstracts

Find out what the leading team gets right, and what the trailing team gets wrong

The medical affairs team for a leading melanoma treatment is doing all the right things in the EU5 countries. Oncologists gave it the highest overall score and the highest performance and satisfaction ratings on most medical affairs services. Meanwhile, a rival team has done just the opposite, earning the lowest scores across the board. This report reveals how your team compares, so you can learn from those successes and failures, and build better relationships with doctors.

Comparing 7 major melanoma treatments from Amgen, Bristol-Myers Squibb, Merck Sharp & Dohme, Novartis, and Roche, this report reveals:

Find out what more doctors want from your medical affairs team including

- 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

The right stuff: The team that earns the highest overall quality score also gets

the highest performance and satisfaction scores for most medical affairs services.

Meanwhile, at the bottom of the pack: The team that earns the lowest overall score also trails the pack in performance and satisfaction scores for most medical affairs services.

Doctors are hungry for information: They identified 4 ways teams can improve information provision, and highlighted at least 1 specific type of information they want more of.

Four teams need specific improvements: They each need to improve at least one medical affairs service. Find out which one.

Calls for a better attitude: Over 20% of surveyed doctors said teams needed a better medical affairs attitude, and pointed to specific improvements.

Dialling in the frequency: Some teams are reaching out to doctors as often as doctors would like. Others need to reach out more often or back off a bit.

Insight into Medical Affairs Teams for These Melanoma Treatments

Imlygic (talimogene laherparepvec; Amgen)

Keytruda (pembrolizumab; Merck Sharp & Dohme)

Mekinist (trametinib; Novartis)

Opdivo (nivolumab; Bristol-Myers Squibb)

Tafinlar (dabrafenib; Novartis)

Yervoy (ipilimumab; Bristol-Myers Squibb)

Zelboraf (vemurafenib; 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 7 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 medical oncologists and dermato-oncologists from the EU5 (France, Italy, Germany, Spain, UK)—chosen from the largest community of validated physicians in the world.

All respondents:

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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 June 1st and June 7th, 2017.

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