

Medical Affairs Reputations (EU5): Multiple Sclerosis

<https://marketpublishers.com/r/ME8ECEC0B27EN.html>

Date: June 2015

Pages: 0

Price: US\$ 6,900.00 (Single User License)

ID: ME8ECEC0B27EN

Abstracts

Compare how well pharma Medical Affairs teams perform and find out which ones physicians rate, in our exclusive report on the Multiple Sclerosis sector. See how well your team stacks up against the competition and where work is still needed.

As well as this timely report weighing up the performance of the European Medical Affairs teams, you can also get an equivalent report for the US. If you buy both reports, we'll save you time and effort by giving you an additional free report that clearly sets out the differences in findings between both regions.

We asked neurologists who see patients with Multiple Sclerosis for their opinions on the Medical Affairs professionals they had dealt with in relation to at least one of the 9 MS drugs considered. Their frank responses reveal key areas of concern for you and what you should focus on to improve neurologists' satisfaction. Areas where the teams are giving a solid performance are also highlighted.

Get Answers to Key Questions

What are the critical issues that physicians want help with from European Medical Affairs (MA) teams on?

How satisfied are physicians with the overall performance of MA teams? And how can performance be improved?

Which aspects of the services MA teams are providing are failing to satisfy physicians' needs?

What are the preferred ways in which physicians want to interact with MA experts?

Which MA teams do physicians rate the best or worst for the products surveyed?

Products Included in Report

Bayer

Betaseron (Interferon-beta-1b)

Biogen

Avonex (Interferon-beta-1a)

Tecfidera (Dimethyl Fumarate)

Tysabri (Natalizumab)

Merck Serono

Rebif (Interferon-beta-1a)/BulletPoint>

Novartis

Extavia (Interferon-beta-1b)

Gilenya (Fingolimod)

Sanofi

Aubagio (Teriflunomide)

Teva

Copaxone (Glatiramer acetate)Key Issues Explored

How physicians use the services of Medical Affairs teams

The importance of responding promptly to medical inquiries

The need-gap analysis of Medical Affairs roles – collectively and by product

The importance to physicians of regular, accurate, unbiased scientific and product information

Which Medical Affairs teams are performing best and worst for the Multiple Sclerosis sector

Methodology

Sample Distribution - 148 neurologists from the UK, Germany, France, Spain and Italy

Interviewing Methodology

Data was collected via a 15-minute internet-based questionnaire that were carefully analysed.

Screening Criteria

Respondents screened to ensure that they:

See at least 10 patients for Multiple Sclerosis in a typical month

Have been in active practice for between 3 and 35 years

Devote at least 50% of time to direct patient care

Have had an interaction with a Medical Affairs professional in the past 6 months for at least one of the listed products

About FirstWord Reports

FirstWord is an innovative industry intelligence leader serving over 240,000 Pharma and MedTech professionals worldwide. FirstWord offers a range of products and services designed to help your company gain a competitive edge by making key business

decisions with speed and confidence

FirstWord Pharma PLUS is a personalised and comprehensive intelligence service delivering up-to-the-minute pharma news, insight, analysis and expert views of importance to your company's success.

FirstWord Reports deliver timely, need-to-know intelligence about your products, your competitors and your markets. Covering biosimilars, market access, medical affairs, sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.

Contents

- 1. RESEARCH AIMS AND OBJECTIVES**
- 2. EXECUTIVE SUMMARY**
- 3. CURRENT STATUS OF INTERACTIONS WITH DIFFERENT MEDICAL AFFAIRS TEAMS**
- 4. COMPETITIVE EVALUATION OF MEDICAL AFFAIRS TEAMS' PERFORMANCE ON VARIOUS ATTRIBUTES**
- 5. PREFERRED INTERACTION MEDIA, FREQUENCY, AND SUGGESTIONS FOR IMPROVEMENT**
- 6. APPENDIX**

I would like to order

Product name: Medical Affairs Reputations (EU5): Multiple Sclerosis

Product link: <https://marketpublishers.com/r/ME8ECEC0B27EN.html>

Price: US\$ 6,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ME8ECEC0B27EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970