

# Medical Affairs Reputations (EU5) [NSCLC]

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## Abstracts

Survey of oncologists shows your medical affairs team may not be reaching out often enough

If your medical affairs team isn't getting an enthusiastic response from doctors, it may be time to step things up. Our survey of 150 medical oncologists shows that they're hungry for information, and feel that EU5-based medical affairs teams for leading NSCLC treatments should be contacting them more often. With several teams competing closely, the right approach could make all the difference.

Find out how often doctors want to hear from you, and what else you can do to move your team ahead of its closest rivals in Medical Affairs Reputations: NSCLC (EU5).

Comparing 10 major NSCLC treatments from AstraZeneca, Boehringer Ingelheim, Bristol-Myers Squibb, Eli Lilly, Merck KGaA, Merck Sharp & Dohme, Novartis, Pfizer, and Roche, this detailed report reveals:

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

Which medical affairs services are most important.

How, and how often oncologists 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.

## Top Takeaways

You may not be reaching out often enough: Survey results show that teams aren't necessarily contacting doctors as often as they'd like. Find out how often they want to hear from your team.

One team has a clear lead: Rated for overall quality of interactions, the leading team is more than four points ahead. Farther down the pack there are at least three extremely close races.

Solid performances all around: EdgeMap performance ratings show moderately good scores for all teams, especially in the two most important areas. The top team leads in all but one area.

Satisfaction scores are modest: EdgeMap satisfaction scores run from just above neutral to somewhat satisfied. The same two teams lead in every area, sometimes by a significant margin.

Doctors want actionable information: Four of the top five roles for medical affairs teams revolve around providing information doctors can use to make better treatment decisions.

One key area needs improvement: Need gap analysis reveals that five of the ten surveyed teams must improve the same medical affairs service to boost their satisfaction scores.

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## Insight into Medical Affairs Teams for These NSCLC Treatments

Avastin (bevacizumab; Roche)

Cyramza (ramucirumab; Eli Lilly)

Giotrif (afatinib; Boehringer Ingelheim)

Iressa (gefitinib; AstraZeneca)

Keytruda (pembrolizumab; Merck Sharp & Dohme)

Opdivo (nivolumab; Bristol-Myers Squibb)

Tagrisso (osimertinib; AstraZeneca)

Tarceva (erlotinib; Roche)

Xalkori (crizotinib; Pfizer/Merck Group)

Zykadia (ceritinib; Novartis)

## 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 10 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 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 NSCLC 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 February 2nd and 8th, 2017.

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