

# Medical Affairs Reputations (EU5) [PsO]

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## Abstracts

Compare 10 psoriasis medical affairs teams. See how your team stacks up to the market leader

In the EU5, several of the psoriasis medical affairs teams we surveyed are running neck and neck with at least one rival. The 150 dermatologists we polled say that nearly every team needs improvement in two or more areas, but are those targeted improvements enough to put your team ahead of the competition?"

Discover all the ways you can improve your medical affair services in Medical Affairs Reputations: Psoriasis (EU5). Purchase your copy now

Comparing 10 major Psoriasis treatments from AbbVie, Biogen, Celgene, Eli Lilly, Janssen Cilag, Merck Sharp & Dohme, Napp/Mundipharma, Novartis, and Pfizer, this detailed report reveals

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

Which medical affairs services are most important.

How, and how often dermatologists 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

One team has a narrow lead: Rated for overall quality of interactions, the leading team is a full three points ahead. Farther down the pack there are tight races for 2nd and 4th place.

Modest performance: Overall, scores are hovering just above neutral, but the top teams earned somewhat positive scores—especially in the areas important to doctors.

Doctors are satisfied with some teams: The top teams tend to earn high satisfaction scores in every area, and are way ahead of the pack in areas important to doctors.

Doctors rely on teams for a range of services: The most important medical affairs services relate to information provision, speaker programmes, and clinical trials.

Active market: In the past six months, half of the teams interacted with more than 75% of doctors surveyed. The most active teams interacted with more than 90% of them.

Doctors want to see teams in-person and not too often: The report reveals how, and how frequently your team should engage.

## Insight into Medical Affairs Teams for These Psoriasis Treatments

Benepali (etanercept; Biogen)

Cosentyx (secukinumab; Novartis)

Enbrel (etanercept; Pfizer)

Humira (adalimumab; AbbVie)

Inflectra (infliximab; Pfizer)

Otezla (apremilast; Celgene)

Remicade (infliximab; Merck Sharp & Dohme)

Remsima (infliximab; Napp/Mundipharma)

Stelara (ustekinumab; Janssen Cilag)

Taltz (ixekizumab; Eli Lilly)

## 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 8 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 100 US dermatologists—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 psoriasis 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 January 11th and 16th, 2017.

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