

# Medical Affairs Reputations (EU5): Type 2 Diabetes Mellitus

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## Abstracts

What do physicians think of Europe Medical Affairs teams in the Type 2 Diabetes Mellitus (T2DM) sector? Who gets top marks for performance and reputation? Who fails to measure up? How is your Medical Affairs team impacting your relationship with customers?

To find out, we surveyed 150 physicians from across the continent regarding ten leading T2DM products and their associated Medical Affairs teams.

What did they have to say about your team? Are you lagging or leading your competitors?

Order your report now to find out.

Note that in addition to the Europe report we offer an equivalent report for the U.S. Order both and receive, at no cost, a third report clearly setting out the differences in findings between the two regions.

Answering key questions

What Medical Affairs offerings do physicians most value, and how well is your team providing them?

Whose Medical Affairs teams are most respected, and how exactly do they distinguish themselves from the pack?

Do physicians feel they hear from your Medical Affairs team as much as they'd

like to, and what media and methods do they prefer?

What does gap analyses reveal about your Medical Affairs team versus your competitors?

Where is your Medical Affairs team succeeding and where are there opportunities for improvement?

#### Emerging Themes:

Medical Affairs teams in T2DM are generally well received, but physicians do have several recommendations for improvement; we provide the details.

Some Medical Affairs offerings are highly desired by physicians. Others generate much less interest. We let you know where your team might make adjustments and strengthen relationships as a result.

The products leading in the marketplace don't necessarily lead in Medical Affairs. Which teams are doing their T2DM products justice? Which might be dragging them down?

This report lets you know.

#### Products Included in the Report:

AstraZeneca

Forxiga (dapagliflozin)

Boehringer Ingelheim

Jardiance (empagliflozin)

Eli Lilly

Trulicity (dulaglutide)

GlaxoSmithKline

Eperzan (albiglutide)

Johnson & Johnson

Invokana (canagliflozin)

Merck & Co.

Januvia (sitagliptin)

Novartis

Galvus (vildagliptin)

Novo Nordisk

Tresiba (insulin degludec)

Sanofi

Toujeo (insulin glargine)

Takeda

Vipidia (alogliptin)

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