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Medical Affairs Reputations: Growth Hormone Deficiency (EU5)

https://marketpublishers.com/r/M674AD2B385EN.html
Date: August 2016
Pages: 0
Price: US$ 4,995.00 (Single User License)
ID: M674AD2B385EN

Abstracts

Can Medical Affairs teams from branded players maintain dominance over biosimilars?

Two medical affairs teams lead in the EU5 growth hormone deficiency (GHD) treatment market, but for how long? Competition is fierce. Biosimilars are here, and gaining fast. A few small improvements could be the difference between winning and being an also-ran.

Find out what your team needs to do to pull ahead in Medical Affairs Reputations: GHD (EU5).

Comparing teams for 7 major GHD treatments from Pfizer, Eli Lilly, Ipsen, Merck Group, Novo Nordisk, Sandoz (Novartis), and Ferring, this detailed report reveals:

How doctors rate each team overall, and on 12 key medical affairs services.

Which medical affairs services are most important.

How, and how often doctors 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.

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Top Takeaways

Is there a way to the top?: Two teams have a clear lead, with the third placed company lagging by some margin. What can lower-ranked teams do to boost their scores and muscle in on the leading teams?

Activity pays off, for some teams: Teams that interact more with doctors tend to have higher overall quality scores. The two leading teams have the most interactions by far, but despite being the fourth highest in terms of interactions, quality of interaction is still a concern.

Hunger for information and patient welfare remain central to treatment practice: Doctors say information on clinical trials and scientific data is the most important Medical Affairs services, with patient access, education and outcomes coming a very close second.

Teams have the right focus: Similar to teams in the US, nearly all European Medical Affairs earned moderately high performance scores and high satisfaction scores in the areas most important to doctors.

EU doctors less likely to prefer frequent interactions: Nearly 40 percent of doctors prefer to interact with Medical Affairs teams more than once per quarter.

Can biosimilar players learn from this data?: Despite having been on the market since 2006, Biosimilars remain a hot topic in Europe and the US, so what can the Medical Affairs team of the only biosimilar GHD brand to improve its standing?

What room for improvement?: European doctors argue that Medical Affairs teams need to improve in areas like providing updates on clinical trial literature and their overall knowledge of the indication. But how likely is it that improvements in these areas will change the pecking order?

Insight into Medical Affairs Teams for These GHD Treatments

Genotropin (somatropin; Pfizer)

Humatrope (somatropin; Eli Lilly)

Norditropin (somatropin; Novo Nordisk)

NutropinAq (somatropin; Ipsen)

Omnitrope (somatropin; Sandoz)

Saizen (somatropin; Merck group)

Zomacton (somatropin; Ferring)

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 adult and paediatric endocrinologists 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 growth hormone deficiency in a typical month

Devote at least 50 percent 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 August 1st and 15th, 2016.

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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.

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