

Medical Affairs Reputations: Growth Hormone Deficiency (US)

<https://marketpublishers.com/r/MBE4A4798B9EN.html>

Date: August 2016

Pages: 0

Price: US\$ 4,995.00 (Single User License)

ID: MBE4A4798B9EN

Abstracts

Two Medical Affairs teams lead the market. Can your team learn from their success?

Two medical affairs teams have the lead in the US growth hormone deficiency (GHD) treatment market, with the third placed team not far behind. Are they delivering the services doctors need most, or are they simply more active than the rest of the pack? What can the rest of the teams do to improve their performance?

Find out, and see how your team measures up, in Medical Affairs Reputations: GHD (US).

Comparing teams for 7 major GHD treatments from Pfizer, Eli Lilly, Novo Nordisk, Genentech (Roche), Sandoz (Novartis), EMD Serono 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.

Not your market? [Click here](#) to see the EU5 Edition.

Top Takeaways

Tight race at the top: Two teams—both established players in the market—are neck and neck for first place. Is this a case of the leader being more active, or doing things differently to the second place team?

Activity pays off: Teams that interact more with doctors tend to have higher overall quality scores. The two leading teams have the most interactions by far.

Patients remain central to treatment practice: Doctors are most likely to use Medical Affairs teams for information on support services available to improve patient access, education and outcomes.

Hunger for information: Doctors also say information provision services are the most important Medical Affairs services, especially when it comes to the off-label uses of GHD treatments.

Teams have the right focus: Nearly all teams earned moderately high performance scores and high satisfaction scores in the areas most important to doctors.

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

What room for improvement? US doctors argue that Medical Affairs teams need to improve in areas like providing updates on clinical trial literature and inviting them to CME events. 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; Genentech)

Omnitrope (somatropin; Sandoz)

Saizen (somatropin; EMD Serono)

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 100 US-based adult and paediatric endocrinologists, 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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sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.

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