

Medical Affairs Reputations: HIV (US)

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Abstracts

HIV: Hard work is paying off for the top 2 medical affairs teams in the US. How is your team doing?

In the past 6 months, the medical affairs teams for two leading HIV treatments reached more doctors than any other team—and earned top marks for delivering the services doctors want most.

No wonder their overall satisfaction scores are at least double that of their closest rival.

See how your team compares in Medical Affairs Reputations: HIV.

You'll learn how infectious disease specialists rate the teams for 8 major HIV treatments, whether they're satisfied with your team's performance, and where your team needs improvement.

Answering Key Questions about Medical Affairs Teams for 8 Major HIV Drugs

Evotaz (atazanavir/cobicistat; BMS/Gilead): Does Evotaz's team do a better job of providing information or responding promptly to inquiries?

Intelence (etravirine; Janssen Pharma): What's the one area where Intelence's team outperforms the top 3 teams?

Isentress (raltegravir; Merck & Co.): Isentress' team outperforms every other team in two areas. What are they?

Selzentry (maraviroc; ViiV Healthcare): Is Selzentry's team doing a better job of providing scientific information or competitive information?

Stribild (elvitegravir/emtricitabine/tenofovir disoproxil fumarate/cobicistat; Gilead): Which teams earn higher satisfaction scores than Stribild's in the areas most important to doctors?

Triumeq (abacavir/dolutegravir/lamivudine; ViiV Healthcare): Which team is more likely to have frequent interactions with doctors, Triumeq's or Intelence's?

Truvada (emtricitabine/tenofovir disoproxil fumarate; Gilead): Which team's overall quality score is nearly double Truvada's?

Viread (tenofovir disoproxil fumarate; Gilead): Does Viread's team score higher for providing information about trials or supporting workshops and conferences?

Top Takeaways

Top 2 brands have a commanding lead: Their teams' overall quality scores are at least twice as high as any competitor's. The same two brands have the leading teams in the EU5 market too.

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.

Clear unmet need in the market: Doctors are most likely to use medical affairs teams for information directly related to treatment decisions.

Hunger for information: Doctors say information provision services are the most important medical affairs services.

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

All teams lagging in one area: According to the doctors surveyed, there's one service that every team covered in the report needs to improve.

US doctors less likely to prefer frequent interactions: Only 40% of US doctors prefer to interact with medical affairs teams more than once per quarter

compared to 50% in Europe.

Electronic communication on the rise: A significant number of doctors identified electronic communication as an area for improvement.

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 oncologists 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 oncologists?

How do oncologists 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 oncologists?

Where do you need to improve?

How can your team enhance its services?

Based on Interviews with Practicing Oncologists

We surveyed 100 infectious disease specialists, 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 last 6 months.

We conducted the survey between April 12th and April 26th, 2016.

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