

# Medical Affairs Reputations in Oncology: Oncologists Rate Key Products and Companies

<https://marketpublishers.com/r/MEE9BFBA9B9EN.html>

Date: July 2014

Pages: 54

Price: US\$ 3,900.00 (Single User License)

ID: MEE9BFBA9B9EN

## Abstracts

As the oncology drug market continues to face significant road bumps in terms of development costs and pricing requirements, the role of Medical Affairs teams working with oncologists becomes ever more critical.

Fine tuning their performance through smarter delivery and high quality interaction is an increasingly important aspect of establishing and maintaining front line, product level access and education.

In Medical Affairs Reputations in Oncology: Oncologists Rate Key Products and Companies, FirstWord provides robust insight on the performance and physician satisfaction across 12 Medical Affairs teams across 4 key indications; Breast Cancer, Melanoma, Non-Small Cell Lung Cancer (NSCLC) and Renal Cell Carcinoma.

Using its proprietary analytics, EdgeMap and Need-Gap analysis, FirstWord offers an important new advanced analysis of survey results that is both timely and critical to the current oncology drugs market.

## EdgeMap

### What is EdgeMap Analysis?

This report includes slides that provide advance analysis of the survey results using EdgeMap analysis, a proprietary analytics tool. EdgeMap provides an integrated, comparative analysis of the competitive set of products being evaluated in the study. It offers an overview of the market and provides a clear portrait of each product's position within its competitive environment.

## Key Benefits

In this report, gain insight from key pharma stakeholders with a vested interest in physician perspectives on oncology brand performance.

Gain insight into how oncologists and haematologist-oncologists rate Medical Affairs teams in the areas of Breast Cancer, Melanoma, NSCLC, and Renal Cell Carcinoma

Understand the key issues for which physicians require Medical Affairs team support

Learn which attributes physicians most value in relation to Medical Affairs team services

Identify which marketed and pipeline products were rated most highly across numerous measures

Determine which media and frequency of interaction is perceived the most positively

Benefit from FirstWord's proprietary analytics tool, EdgeMap and Need-Gap. EdgeMap offers an integrated, comparative analysis of the evaluated products. Need-Gap provides guidance on opportunities for brand positioning and communication.

## Key Fact: Interviewing Methodology

Data was collected via a 15-minute Internet-based questionnaire.

## Top Report Features

Filled with charts and up-to-the-minute survey analysis, this report offers:

Precise and timely EdgeMap and Need-Gap analytics into the perceptions around Medical Affairs team performances and areas of improvement

Overview of key rankings for eight marketed and four pipeline products

Examination of physicians' current usage of Medical Affairs teams services

Key findings regarding the most and least important attributes of Medical Affairs teams to physicians

## **Sample Distribution**

Key Fact: Sample Distribution

A total of 100 medical oncologists and hematologist-oncologists across US participated in this study.

70 Medical Oncologists, 30 Hematologist-oncologists

## **Get Answers to these Questions**

How do oncologists perceive the role of Medical Affairs teams in the areas of Breast Cancer, Melanoma, NSCLC, and Renal Cell Carcinoma?

How do physicians use Medical Affairs teams' services?

What is the optimal frequency of interactions between Medical Affairs teams and physicians?

What is each product's position within its competitive environment?

Which attributes of Medical Affairs teams are most likely to drive competitive advantage?

Which drugs offered the best service and claimed the highest ratings for Medical Affairs support?

What are the opportunities for corporate and brand positioning and communication?

## NeedGap

What is Need-Gap Analysis?

This report includes slides that provide advance analysis of the survey results using Need-Gap analysis, a proprietary analytics tool. Need-Gap Analysis is useful for establishing areas of unmet need and hence provides valuable guidance on opportunities for corporate and brand positioning and communication.

## Key Takeaways

Medical Affairs teams, Marketing Directors and Competitive Intelligence units can use this report to:

- More precisely analyse physicians' needs and areas of concern

- Improve team responsiveness and traction with oncologists

- Better deliver key messaging and identify areas of weakness

- Provide accurate, scientifically up-to-date product information in the areas of the most need

- Understand how competitors are performing and what improvements need to be made

- Tailor interaction frequency, media and approach

## Screening Criteria

Key Fact: Screening Criteria

**Respondents were screened to ensure these requirements were met:**

- See at least 5 patients for NSCLC, Melanoma, RCC and breast cancer (for each condition), and they see at least 100 patients in a typical month

- Have been in active practice between 5-35 years

Devote at least 50% of time to direct patient care

Interaction with the medical affairs professional in the past 6 months for at least one of the listed products

## Contents

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- 1.1. Interactions in the past 6 months with medical affairs teams for each product
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- 1.3. Current frequency of interactions with medical affair teams for each product

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- 3.1. Preferred interaction media and frequency
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- 4.1. Physician profile
- 4.2. Detailed satisfaction scores

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