

Medical Affairs Reputations: Melanoma (EU5)

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Abstracts

Top marks from oncologists show medical affairs push is paying off for immunotherapies

In the EU5 Melanoma treatment market, one brand's medical affairs team is reaching more oncologists—and earning significantly higher overall quality scores—than any other team.

But are they delivering all of the services oncologists want? Find out in Medical Affairs Reputations: Melanoma.

Comparing teams for 8 major melanoma drugs head to head, the report reveals how oncologists rate them overall, and on 12 key medical affairs services including:

- Providing information

- Responding to medical inquiries

- Enhancing patient care

- Supporting clinical trials, and more

Understand where the top medical affairs teams lead and lag, so you can build a winning competitive strategy for your team.

ANSWERING KEY QUESTIONS ABOUT MEDICAL AFFAIRS TEAMS FOR 8 MAJOR MELANOMA DRUGS

Imlygic (talimogene laherparepvec; Amgen): For which 3 services does Imlygic's team earn the lowest satisfaction scores?

Keytruda (pembrolizumab; Merck Sharpe & Dohme.): Is Keytruda's team better at providing relevant materials or information about clinical trials?

Mekinist (trametinib; Novartis): Which team earns higher satisfaction scores for promptly responding to medical inquiries, Mekinist's, Tafinlar's or Yervoy's?

Opdivo (nivolumab; BMS): Opdivo's team's performance is neck and neck with Keytruda's for three services. What are they?

Proleukin (aldesleukin; Novartis): Proleukin's team and Imlygic's team are almost equally active. Which one earns the higher overall quality score?

Tafinlar (dabrafenib; Novartis): Tafinlar's team needs to improve 2 medical affairs services. How important are those services to oncologists?

Yervoy (ipilimumab; BMS): Is Yervoy's team better at supporting clinical trials or providing unbiased competitive information?

Zelboraf (vemurafenib; Roche): In which area does Zelboraf's team earn higher satisfaction scores than Opdivo's?

TOP TAKEAWAYS

One team is way ahead: Rated for overall quality of interactions, the leading team scores one and a half times as high as its nearest rival.

Timely information is key: Oncologists rely on medical affairs teams to keep them up to date, and to provide actionable information directly related to treatment decisions.

Moderate satisfaction despite uneven performance: Although performance scores for specific services vary from team to team, satisfaction scores are moderately high.

Specific improvements needed: All but two teams need to work on one or two

medical services to improve their satisfaction scores. Find out how important those services are to oncologists.

Face-to-face communication preferred: Find out the best venues for medical affairs teams to meet with oncologist, and learn how receptive they are to electronic communications.

More frequent interactions wanted: Does that mean once a quarter? Once a month? Once a week? See how often your team should reach out to oncologists.

Call for an attitude adjustment: Nearly 30% of oncologists surveyed say teams' medical affairs attitude needs specific improvements. Find out what they are.

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 10 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 Oncologists

We surveyed 150 medical oncologists—30 from each EU5 country (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 Melanoma 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 past 6 months.

We conducted the survey between June 8th and 13th, 2016.

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