

Medical Affairs Reputations Non-small Cell Lung Cancer EU5

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Abstracts

Four medical affairs teams battling it out for top spot. How does your team compare?

In the fiercely competitive European non-small cell lung cancer (NSCLC) treatment market, one medical affairs team leads. But for how long? With three other brands close behind, and high satisfaction scores for all brands across the board, it isn't easy to stand out from the competition.

Where does that leave your team?

Are you giving oncologists the services they want most? Are you available when and where they need you? What can you do to boost your team's performance, and differentiate your team?

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Answering Key Questions about Medical Affairs Teams for 8 Major NSCLC Brands

Avastin (bevacizumab; Roche): Which other brand's team is tied with Avastin's for overall quality of interactions?

Giotrif (afatinib; Boehringer Ingelheim): What's the one area where Giotrif's team scores significantly better than the leading brand's team?

Iressa (gefitinib; AstraZeneca): Which team has higher overall quality scores,

Iressa's or Xalkori's?

Keytruda (pembrolizumab; Merck Sharpe & Dohme.): Keytruda's team gets the lowest satisfaction score in one important area. Which one?

Opdivo (nivolumab; Bristol-Myers Squibb): Do oncologists feel that Opdivo's medical affairs team responds more quickly to medical inquiries than Giotrif, or Keytruda's teams?

Tarceva (erlotinib; Roche): Is Tarceva's medical affairs team more active than Xalkori's or Avastin's?

Xalkori (crizotinib; Pfizer/Merck): Xalkori's team's performance is tied with the two leading teams' in one important area. Which one?

Zykadia (ceritinib; Novartis): Z ykadia's team gets the top performance score in four areas. Which ones?

Top Takeaways

Competition is fierce: Rated for overall quality of interactions, the top four teams are no more than two points apart, and two of them are tied for third place.

Hard for teams to stand out: Performance scores in every area—and satisfaction scores in most areas—are very close across brands.

Solid performance, but not perfect: Every team is doing well in areas oncologists consider important, but all of them still have specific improvements to make.

Little interest in digital interactions: Fewer than half of oncologists surveyed prefer email communications. Even fewer prefer other digital interactions.

“Attitude” adjustment needed: Despite high overall satisfaction, oncologists say teams can stand to improve their medical affairs attitude and practice in three specific ways.

Teams more active in EU than in US: European teams are highly active, and tend to have more interactions with oncologists than their US counterparts. Get

the US report for details.

Overall quality scores slightly higher than in US: For all but the top three teams. However, US oncologists tend to be more satisfied across all areas.

Clinical support is the top priority: For European oncologists, the most important medical affairs services all have to do with providing scientific, clinical, and product information.

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 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 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 January 28th and February 9th, 2016.

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