

# Medical Affairs Reputations Non-small Cell Lung Cancer US

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## Abstracts

Top medical affairs team safely ahead, but competition for 2nd and 3rd place is fierce

In the US non-small cell lung cancer (NSCLC) treatment market, competition among medical affairs teams is fierce. The top team may be comfortably ahead, but the two 2nd-place contenders are running a dead heat, and four more teams are fighting it out for 3rd place.

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 stand out from the competition?

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

Avastin (bevacizumab; Roche): Satisfaction scores for Avastin's team lag in one key area. Which one?

Gilotrif (afatinib; Boehringer Ingelheim): Gilotrif's overall quality score is within a point of three other teams' scores. Which ones?

Iressa (gefitinib; AstraZeneca): Does Iressa's team earn higher satisfaction

scores for responding promptly to medical inquiries or providing relevant resources and materials?

Keytruda (pembrolizumab; Merck & Co.): In which important area does Keytruda's team outperform two of the leading teams?

Opdivo (nivolumab; Bristol-Myers Squibb): Which team's satisfaction scores are consistently highest; Opdivo's, Keytruda's, or Avastin's?

Tarceva (erlotinib; Roche): Tarceva's team earned a top-three satisfaction score in two key areas. Which two?

Xalkori (crizotinib; Pfizer/EMD Serono): Which team responds faster to medical inquiries; Xalkori's, Opdivo's, or Keytruda's?

Zykadia (ceritinib; Novartis): Zykadia's team earns high satisfaction scores in a few areas. But are those areas important to oncologists?

## Top Takeaways

Leading team is way out front: Ranking far ahead of the rest for overall quality of interactions, despite a competing team's higher performance scores.

Second place a dead heat: A mere tenth of a point separates the 2nd and 3rd place teams, though neither comes close to the market leader.

Highly competitive treatment area: Performance scores are generally high, and even the lowest ranking team scores relatively well for overall quality of interactions.

Top team is also the most active: Significantly more oncologists report interacting with the top brand's medical affairs team in the last 6 months.

Solid performance in important areas: Most teams are doing well in areas oncologists consider important, but many still have specific improvements to make.

Email surprisingly popular: While US oncologists show little interest in other

digital interactions, email is more popular in the US NSCLC market than in others.

Feedback points to good relationships: Although oncologists identified several areas where teams can improve, very few thought they needed to improve communication.

Clinical support is top priority: The most important medical affairs services for US oncologists 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 100 US medical oncologists, 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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