

Medical Affairs Reputations: Psoriasis (US) 2018

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Abstracts

Close rivalries among US psoriasis medical affairs teams. Will your team come out on top?

In the US, nearly all of the psoriasis medical affairs teams we surveyed are running neck and neck with at least one rival. The 100 dermatologists we polled say that each of those teams needs improvement in at least one specific area, but are those targeted improvements enough to put your team ahead of the competition?

Discover all the ways you can improve your medical affairs services in Medical Affairs Reputations: Psoriasis (US). Comparing 11 major psoriasis treatments from AbbVie, Amgen, Celgene, Eli Lilly, Janssen Biotech, Merck & Co., Novartis, Pfizer and Valeant, this report reveals:

How dermatologists rate your team overall, and on 12 key medical affairs services.

Which medical affairs services are most important.

How, and how often dermatologists want to meet with your team.

What you can do to improve your medical affairs services.

It's time to find out exactly how well your medical affairs team is performing against fierce competition – and establish an action plan to gain competitive advantage.

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Top Takeaways

All to play for at the top, limited options at the bottom. Only 3 points separate the top 3 leading brands in terms of overall quality of interactions, whereas brands at the bottom could struggle to make up ground.

Information is the #1 priority. The most important medical affairs services all relate to providing information that doctors can use to make better treatment decisions.

Remicade biosimilars are in the mix, but fortunes vary. Two Remicade biosimilars are available in the US, but doctors don't see this as being equal across several attributes; which one is winning, and what can the other one do to change perceptions?

Huge variations in activity. In the past six months, only 4 of the 11 teams interacted with more than 70% of doctors surveyed, and the least active teams saw no more than 14% of them.

Doctors want to see teams in-person and not too often. The report reveals how, and how frequently your team should engage.

Insight into Medical Affairs Teams for These 11 Psoriasis Treatments

Cosentyx (secukinumab; Novartis)

Enbrel (etanercept; Amgen)

Humira (adalimumab; AbbVie)

Inflectra (infliximab-dyyb; Pfizer)

Otezla (apremilast; Celgene)

Remicade (infliximab; Janssen Biotech)

Renflexis (infliximab-abda; Merck & Co.)

Siliq (brodalumab; Valeant)

Stelara (ustekinumab; Janssen Biotech)

Taltz (ixekizumab; Eli Lilly)

Tremfya (guselkumab; Janssen Biotech)

A Competitive View of Your Medical Affairs Team

Developed with the help of medical affairs specialists, this report gives you an in-depth comparison of 11 medical affairs teams—answering important questions like:

What do physicians 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 Doctors

We surveyed 100 US dermatologists, 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 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 January 10th and 19th, 2018.

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FirstWord Reports deliver timely, need-to-know intelligence about your products, your competitors and your markets. Covering biosimilars, market access, medical affairs, sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.

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1. PREFERRED INTERACTION MEDIA AND FREQUENCY, AND SUGGESTIONS FOR IMPROVEMENT

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