

Medical Affairs Reputations: Renal Cell Carcinoma (EU5) 2018

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Abstracts

In the EU5, several of the renal cell carcinoma (RCC) medical affairs teams we surveyed are running neck and neck with at least one rival. The 150 medical oncologists we polled say that nearly every team needs improvement in two or more areas, but are those targeted improvements enough to put your team ahead of the competition?

Discover all the ways you can improve your medical affair services in Medical Affairs Reputations: Renal Cell Carcinoma (EU5). Comparing 10 major Renal Cell Carcinoma treatments from Novartis, Roche, Exelixis, Ipsen, Pfizer, Eisai, Bayer, and Bristol-Myers Squibb, this detailed report reveals:

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

Which medical affairs services are most important

How, and how often medical oncologists 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.

Top Takeaways

One team has the lead, but is it big enough? Rated for overall quality of

interactions, the leading team is six points ahead of the team in 2nd place. Farther down the pack there are tight races for all other brands.

Modest performance. Overall, scores are hovering just above neutral, but the top teams earned somewhat positive scores—especially in the areas important to doctors.

Doctors rely on teams for a range of services. The most important medical affairs services relate to information provision, speaker programmes, and clinical trials.

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 Renal Cell Carcinoma Treatments

Afinitor (everolimus; Novartis)

Avastin (bevacizumab; Roche)

Cabometyx (cabozantinib; Exelixis/Ipsen)

Inlyta (axitinib; Pfizer)

Kispix (lenvatinib; Eisai)

Nexavar (sorafenib; Bayer)

Opdivo (nivolumab; Bristol-Myers Squibb)

Sutent (sunitinib; Pfizer)

Torisel (temsirolimus; Pfizer)

Votrient (pazopanib; Novartis)

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 Doctors

We surveyed 150 medical oncologists from EU5 (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 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 March 5-8, 2018.

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