

Medical Affairs Reputations: Renal Cell Carcinoma (US) 2018

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Abstracts

In the US, nearly all of the renal cell carcinoma (RCC) medical affairs teams we surveyed are running neck and neck with at least one rival. The 100 medical oncologists 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: Renal Cell Carcinoma (US). Comparing 10 major Renal Cell Carcinoma treatments from Novartis, Roche, Exelixis, Pfizer, Eisai, Bayer, and Bristol-Myers Squibb, this report reveals:

How medical oncologists rate each team overall, and for 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.

That's actionable information you can use to turn your team into one that doctors can rely on.

Top Takeaways

One team to rule them all. Out of the 10 brands covered in this survey, the medical affairs team for one brand is way out in front. Is this your brand? If not, is your brand in the mix for the battle for second place?

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.

Huge variations in activity. In the past six months, only 2 of the 10 teams interacted with more than 70% of doctors surveyed, and the least active teams saw no more than 43% 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 10 Renal Cell Carcinoma Treatments

Afinitor (everolimus; Novartis)

Avastin (bevacizumab; Roche)

Cabometyx (cabozantinib; Exelixis)

Inlyta (axitinib; Pfizer)

Lenvima (lenvatinib; Eisai/Novartis)

Nexavar (sorafenib; Bayer/Amgen)

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 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 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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