

# Medical Affairs Reputations: Type 2 Diabetes Mellitus (EU5)

<https://marketpublishers.com/r/M5BD0B5075AEN.html>

Date: June 2017

Pages: 0

Price: US\$ 6,175.00 (Single User License)

ID: M5BD0B5075AEN

## Abstracts

What are the leading T2DM medical affairs teams get right, and what the trailing teams get wrong?

Medical affairs teams for several leading T2DM treatments in the EU5 seem to be ticking all the boxes in terms of interaction quality. Notwithstanding this, the diabetologists and primary care physicians we surveyed gave mixed views in terms of performance and satisfaction ratings; while some teams stand out, others need to up their game. This report reveals how your team measures up, so you can learn from the successes, avoid the failures and build better relationships with physicians.

Learn what your team gets right, and where it's going wrong in Medical Affairs Reputations: Type 2 Diabetes Mellitus (EU5).

Comparing 7 major melanoma treatments from Novo Nordisk, Boehringer Ingelheim, Sanofi, Merck & Co., Johnson & Johnson, Eli Lilly, and AstraZeneca, this report reveals:

Find out what more doctors want from your medical affairs team including:

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

Which medical affairs services are most important, and what you can do to improve them.

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

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

## Top Takeaways

**Almost the right stuff:** The team that earns the highest overall quality score also gets the highest performance and satisfaction scores for most medical affairs services.

**Meanwhile, at the bottom of the pack:** While the team that earns the lowest overall score in terms of interaction quality, some physicians are happy with its performance for some medical affairs services.

**Physicians are hungry for information:** They identified 3 ways teams can improve information provision, and highlighted at least 1 specific type of information they want more of.

**All teams fail to hit the mark on one key service:** Physicians are unhappy with the performance of all medical affairs teams on this attribute. Is it important for your brand? Find out which one.

**Every team has at least one area for improvement:** Every brand's medical affairs team falls short on one or more key medical affairs service, with some teams failing on three.

**Old fashioned contact methods the best:** Despite digital communication platforms becoming more embedded, physicians favour face to face meetings over other forms of communication.

## Insight into Medical Affairs Teams for These T2DM Treatments

Farxiga (dapagliflozin; AstraZeneca)

Humalog (insulin lispro; Eli Lilly)

Invokana (canagliflozin; Johnson & Johnson)

Januvia (sitagliptin; Merck & Co.)

Jardiance (empagliflozin; Eli Lilly/Boehringer Ingelheim)

NovoLog (insulin aspart; Novo Nordisk)

Toujeo (insulin glargine; Sanofi)

Tradjenta (linagliptin; Eli Lilly/Boehringer Ingelheim)

Tresiba (insulin degludec; Novo Nordisk)

Trulicity (dulaglutide; Eli Lilly)

Victoza (liraglutide; Novo Nordisk)

Xultophy (insulin degludec/liraglutide; Novo Nordisk)

## 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 12 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 150 diabetologists and primary care physicians from the 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 with melanoma 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 past 6 months.

We conducted the survey between July 3rd and July 12th, 2017.

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