

Medical Affairs Reputations: Type 2 Diabetes Mellitus [Orals] (EU5) 2018

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Abstracts

Compare 9 Type 2 Diabetes Mellitus medical affairs teams. See how your team stacks up to the market leader

In the EU5, several of the Type 2 Diabetes Mellitus medical affairs teams we surveyed are running neck and neck with at least one rival. The 150 diabetologists 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: Type 2 Diabetes Mellitus (Orals) (EU5). Comparing 9 major Type 2 Diabetes Mellitus (Orals) treatments from AstraZeneca, Eli Lilly, Boehringer Ingelheim, Janssen Cilag, Merck Sharp & Dohme, and Takeda, this detailed report reveals:

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

Which medical affairs services are most important.

What you can do to improve your medical affairs services.

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

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

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Top Takeaways

Can the runaway leader at the top be chased down? Nearly 10 points separate the leading brand from second place in terms of overall quality of interactions. Is it really a race for second place or can brands make up with significant lead.

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 1 of the 9 teams interacted with more than 70% of doctors surveyed, and the least active teams saw no more than 29% of them.

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

Digital interaction still some way off becoming the norm. For the most part, doctors want personal interactions, not emails or phone calls. Does this align with your strategy?

Insight into Medical Affairs Teams for These 9 Type 2 Diabetes Mellitus Treatments

Forxiga (dapagliflozin; AstraZeneca)

Glyxambi (empagliflozin/linagliptin; Eli Lilly/Boehringer Ingelheim)

Invokana (canagliflozin; Janssen Cilag)

Januvia (sitagliptin; Merck Sharp & Dohme)

Jardiance (empagliflozin; Eli Lilly/Boehringer Ingelheim)

Onglyza (saxagliptin; AstraZeneca)

Qtern (saxagliptin/dapagliflozin; AstraZeneca)

Trajenta (linagliptin; Eli Lilly/Boehringer Ingelheim)

Vipidia (alogliptin; Takeda)

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 9 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 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 Type 2 Diabetes Mellitus 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 February 6-15, 2018.

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sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.

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