

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

<https://marketpublishers.com/r/M87C15BC1C6EN.html>

Date: January 2018

Pages: 0

Price: US\$ 6,365.00 (Single User License)

ID: M87C15BC1C6EN

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.

Interested in the US market? [Click here](#) to see the US Edition.

Request sample pages

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.

Money Back Guarantee!

At FirstWord, we stand behind our reports. If you're not completely satisfied, we'll refund your money. Guaranteed.

About FirstWord

FirstWord is an innovative industry intelligence leader serving over 240,000 Pharma and MedTech professionals worldwide. FirstWord offers a range of products and services designed to help your company gain a competitive edge by making key business decisions with speed and confidence.

FirstWord Pharma PLUS is a personalised and comprehensive intelligence service delivering up-to-the-minute pharma news, insight, analysis and expert views of importance to your company's success.

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.

Contents

1. OBJECTIVES, SURVEY METHODOLOGY AND SAMPLING, PRODUCTS INCLUDED IN THE SURVEY, EXECUTIVE SUMMARY

2. CURRENT STATUS OF INTERACTIONS WITH DIFFERENT MEDICAL AFFAIRS TEAMS

- 2.1 Interactions in the past 6 months with Medical Affairs teams for each product
- 2.2 Current frequency of interactions with medical affair teams for each product

3. COMPETITIVE EVALUATION OF MEDICAL AFFAIRS TEAMS PERFORMANCE ON VARIOUS ATTRIBUTES

- 3.1 Evaluation of overall quality of interactions with Medical Affairs teams for each product
- 3.2 Attribute importance of Medical Affairs teams roles to physicians' practice
- 3.3 EdgeMap analysis – Competitive evaluation on Medical Affairs teams performance on attributes
- 3.4 Competitive evaluation of physicians satisfaction of interaction with Medical Affairs teams
- 3.5 Need-Gap analysis by product

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

- 4.1 Preferred interaction media and frequency, and suggestions for improvement

5. APPENDIX

I would like to order

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

Product link: <https://marketpublishers.com/r/M87C15BC1C6EN.html>

Price: US\$ 6,365.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M87C15BC1C6EN.html>