

Medical Affairs Reputations: Type 2 Diabetes Mellitus (US)

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Abstracts

Find out what the leading medical affairs teams in type 2 diabetes are doing right

Medical affairs teams for several leading T2DM treatments in the US 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 (US).

Comparing 11 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 scores also get the highest performance and satisfaction scores for most medical affairs services, but there is room for improvement.

Physicians are hungry for information: Physicians identified 3 ways teams can improve information provision, and highlighted 3 specific types of information they want more of.

Patient outcomes are the priority: For physicians, the most important medical affairs role is to provide information that can benefit treatment outcomes and support clinical decision making.

A mixed bag for some teams: Find out which medical affairs teams meet physician expectations in some areas, and where they need to improve in others.

Perhaps less is more when it comes to interaction frequency: Visiting physicians more than your competitors doesn't translate into better performance for one team; find out which one, and what else they could be failing on.

Old fashioned meeting methods remain the best: The surveyed physicians want to meet teams in-person, but what's the best digital platform if you can't manage a face-to face interaction?

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)

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 11 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 100 US medical diabetologists and primary care physicians, 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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