

# Medical Affairs Reputations (US) [Cancer Pain]

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## Abstracts

Disappointing scores show that medical affairs teams need to up their game

The medical oncologists we surveyed say that medical affairs teams for cancer pain drugs turned in a lacklustre performance in the past 6 months. Their ratings on individual services barely crept into positive territory, and even though they're contacting doctors a little too often, they're failing to deliver the information doctors need. In other words, there's plenty of room for improvement, and a motivated team can seize the opportunity to leap ahead of the competition.

Find out what your team gets right, and where it's going wrong in Medical Affairs Reputations: Cancer Pain (US).

Comparing 6 major cancer pain treatments from Endo Pharmaceuticals, Insys Therapeutics, Mallinckrodt, Purdue Pharma, and Teva, this report reveals:

How doctors 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

Scores are so-so: Performance and satisfaction ratings for individual medical affairs services are neutral to somewhat positive.

No one brand stands out: Most teams earned similar overall quality scores. Performance and satisfaction ratings are also similar.

Specific improvements needed: 5 of the surveyed teams need to improve between 1 and 3 specific services.

Over 40% of doctors say teams could do a better job of providing information: They identified 4 ways teams can improve, and highlighted 3 specific types of information they want more of.

Teams may be over-communicating: Doctors tend to want to hear from teams less often than teams are contacting them.

Time to pick up the pace: Only one team interacted with more than 65% of the surveyed doctors in the past 6 months.

## Insight into Medical Affairs Teams for These Cancer Pain Treatments

Actiq (fentanyl transmucosal; Teva)

Exalgo (hydromorphone CR; Mallinckrodt)

Opana (oxymorphone IR; Endo Pharmaceuticals)

Opana ER (oxymorphone ER; Endo Pharmaceuticals)

OxyContin (oxycodone CII; Purdue Pharma)

Subsys (fentanyl sublingual; Insys Therapeutics)

## An Expert-designed Competitive View of Your Medical Affairs Teams

Developed with the help of medical affairs specialists, this report gives you an in-depth comparison of 6 medical affairs teams—answering important questions like:

What do doctors need?

How, and how often are doctors 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 Expert Knowledge

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 with cancer pain 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 June 1st and 7th, 2017.

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