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Medical Affairs Reputations (US) [Growth Hormone Deficiency]

https://marketpublishers.com/r/M1C6C625DDAEN.html
Date: July 2017
Pages: 0
Price: US$ 6,175.00 (Single User License)
ID: M1C6C625DDAEN

Abstracts

Don't let good ratings fool you. Your medical affairs teams may still be letting doctors down

Our latest survey shows that while medical affairs teams for growth hormone brands in the EU5 countries (France, Germany, Italy, Spain, and the United Kingdom) are doing a passable job, they may be letting doctors down in other ways. From not valuing doctors' time enough to not delivering enough of the information doctors really want, there are plenty of ways teams can, and should, improve.

Find out what your team can do to build better relationships with doctors, and get a leg up on the competition, in Medical Affairs Reputations: GHD (EU5).

Comparing 7 major growth hormone brands from Eli Lilly, Ipsen, Ferring, Merck Group, Novo Nordisk, Pfizer, and Sandoz, this report reveals:

What doctors really want from medical affairs teams

How doctors rate your team overall, and on specific medical affairs services.

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

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

Interested in the European market? Click here to see the EU5 Edition.

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Top Takeaways

Secret formula for success: The second-place team is holding onto its position despite having one of the lowest performance and satisfaction scores on most medical affairs services.

Two-tier market: Rated for overall quality of interactions, the top 3 teams are within less than 3 points of one another, while their closest rival is a full 6 points behind.

Shared blind spot: Need-gap analysis shows that nearly every team needs to do a better job of providing a specific kind of information. What is it, and which team is already delivering?

Need for practical information: Both the ways doctors use teams and the services they deem important reflect a need for information they can use to make better clinical decisions.

Welcome visitors: Teams tend to be contacting doctors about as often as doctors want to see them. Learn out whether your team is over- or under communicating.

Get to the point: Some respondents say that teams need to be better about respecting doctors' time. See just how widespread a problem this is, and what other areas teams need to improve.

Insight into Medical Affairs Teams for These Growth Hormone Brands

Genotropin (somatropin; Pfizer)

Humatrope (somatropin; Eli Lilly)

Norditropin (somatropin; Novo Nordisk)

NutropinAq (somatropin; Ipsen)

Omnitrope (somatropin; Sandoz)

Saizen (somatropin; Merck Group)

Zomacton (somatropin; Ferring)

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 7 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-based adult and paediatric endocrinologists, 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 growth hormone deficiency 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 August 1st and 16th, 2017.

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