

Medical Affairs Reputations (US) [Melanoma]

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Abstracts

Find out what the leading medical affairs teams are doing right

Medical affairs teams for two leading melanoma treatments are doing all the right things in the US. Not only did they earn the highest overall scores, the oncologists we surveyed gave them the highest performance and satisfaction ratings on almost every medical affairs service we asked about. This report reveals how your team measures up, so you can learn from their success and build better relationships with doctors.

Learn what your team gets right, and where it's going wrong in Medical Affairs Reputations: Melanoma (US).

Comparing 8 major melanoma treatments from Amgen, Bristol-Myers Squibb, Merck & Co., Novartis, and Roche this report reveals:

Find out what more doctors want from your medical affairs team including

- 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

The right stuff: The teams that earn the highest overall quality scores also get the highest performance and satisfaction scores for most medical affairs services.

Doctors are hungry for information: They identified 2 ways teams can improve information provision, and highlighted 3 specific types of information they want more of.

Clinical information is priority #1: For doctors, the 5 most important medical affairs roles all involve providing information they can use to make clinical decisions.

Three teams need specific improvements: Find out which medical affairs services they need to improve.

Dialling in the frequency: Teams are reaching out to doctors at almost the right intervals. Does your team need to reach out more often or back off a bit?

Call or email? Preferably neither: The surveyed doctors want to meet teams in-person but what's the best way to get in touch if you can't manage a face-to-face interaction?

Insight into Medical Affairs Teams for These Melanoma Treatments

Cotellic (cobimetinib; Roche)

Imlygic (talimogene laherparepvec; Amgen)

Keytruda (pembrolizumab; Merck & Co.)

Mekinist (trametinib; Novartis)

Opdivo (nivolumab; Bristol-Myers Squibb)

Tafinlar (dabrafenib; Novartis)

Yervoy (ipilimumab; Bristol-Myers Squibb)

Zelboraf (vemurafenib; Roche)

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 8 medical affairs teams—answering important questions like:

What do doctors 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 oncologists and dermato-oncologists, chosen from the

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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 June 1st and June 7th, 2017.

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