

Medical Affairs Reputations (US) [MS]

<https://marketpublishers.com/r/M6BC3981298EN.html>

Date: May 2017

Pages: 0

Price: US\$ 6,175.00 (Single User License)

ID: M6BC3981298EN

Abstracts

Winners and losers: How well is your MS medical affairs team doing?

Which MS drugs are benefiting from the best performing and most supportive medical affairs teams according to the doctors on the receiving end? According to this latest survey, satisfaction levels are adequate but one in five physicians suggest that medical affairs teams could do better at providing specific information. Is 'satisfactory' good enough? If not, what more could be done to build stronger relationships?

Use this latest report to understand how well your medical affairs team is currently doing, and how they compare to the rest. Medical Affairs Reputations: MS (US) features 11 leading MS drugs from Biogen, Sanofi, Bayer, Novartis, EMD Serono and Teva.

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

Which services are most important?

Preferred contact methods and frequency

Areas for improvement

Top Takeaways

A mix of old and new: Top for overall quality of interaction are teams from two relatively new players and one old favourite – so 'familiarity and frequency' can compete with 'new and exciting'.

Busy, busy: For most drugs, the majority of physicians surveyed recall hearing

from medical affairs in the last six months. But two drugs' teams haven't been as busy. Who's lagging?

To see, or not to see? Plenty of MS doctors want face-to-face meetings, but 40% also cite two other communication channels they'd appreciate.

More information please: More than a third of physicians want to know more from medical affairs – more detail, more updates, more relevance.

One medical affairs team is streets ahead: One drug tops the satisfaction table for 9 out of 12 attributes – a phenomenal performance. Is this your medical affairs team, or a competitor's?

Insight into 11 MS Drugs

Aubagio (teriflunomide; Sanofi)

Avonex (interferon beta-1a; Biogen)

Betaseron (interferon beta-1b; Bayer)

Copaxone (glatiramer acetate; Teva)

Gilenya (fingolimod; Novartis)

Lemtrada (alemtuzumab; Sanofi)

Plegridy (peginterferon beta-1a; Biogen)

Rebif (interferon beta-1a; EMD Serono)

Tecfidera (dimethyl fumarate; Biogen)

Tysabri (natalizumab; Biogen)

Zinbryta (daclizumab; AbbVie/Biogen)

A Competitive Assessment of Medical Affairs Teams

Developed with the help of medical affairs specialists, this report compares 10 medical affairs teams and answers key questions such as:

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-based neurologists

All respondents

Have been practising for 3+ years

See at least 5 MS patients in a typical month

Devote at least 50% of their time to direct patient care

Have interacted in the last 6 months with a medical affairs professional for at least one of the listed products.

We conducted the survey between 2nd and 9th May 2017.

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