

Medical Affairs Reputations (US) [Parkinson's Disease]

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Abstracts

How well does your Parkinson's Disease medical affairs team performance compare with the rest?

According to this latest survey of 100 US neurologists, the performance of Parkinson's Disease medical affairs teams for some high profile brands still has a way to go in some key areas. Find out what physicians think is done well; what they want to see more of; and why some are dissatisfied.

Use Medical Affairs Reputations: Parkinson's Disease 2017 (US) to discover how your team can better meet the high expectations of physicians at the frontline.

This report compares the current activities of medical affairs teams for the 12 leading treatments for Parkinson's Disease from AbbVie, GSK, Impax, Teva, Novartis, Pfizer, UCB, US World Meds and Valeant. It shows:

How physicians rate each team overall, and for 12 key medical affairs services.

What is most important to physicians, plus what can be done better.

How, and how often physicians want to meet with your team.

It's time to find out exactly how well your medical affairs team is performing against fierce competition – and establish an action plan to gain competitive advantage.

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Top Takeaways

What's the leading team doing so well? The leading medical affairs team in the US is streets ahead of the chasing pack in terms of overall quality of interaction. Does this translate into a leading satisfaction score, or does another brand lead the group?

More visits, please! The medical affairs team that physicians see most frequently visits just over three quarters of physicians, with the lowest visiting only 16% of physicians. Is this an opportunity missed? And where does your brand's medical affairs team sit?

But only when you've got something new to tell me. Despite not visiting very often it seems that medical affairs teams are visiting at the right time. What opportunities exist for teams that balance optimal timing with new information on their brands?

Are patients the main focus, or is it something else? How much do US physicians rely on medical affairs to help them improve patient access, education and outcomes? And are they spending more or less time doing this than before?

Information or attitude? When it comes to what physicians recommend in terms of key areas for improvement, is it information, attitude or something else? Could addressing these tip the balance?

Insight into Medical affairs teams for these Parkinson's Disease treatments

Apokyn (apomorphine SC; US World Meds)

Azilect (rasagiline; Teva)

Comtan (entacapone; Novartis)

Dostinex (cabergoline; Pfizer)

Duopa (levodopa/carbidopa intraduodenal; AbbVie)

Neupro (rotigotine; UCB)

Requip (ropinirole; GSK)

Requip XL (ropinirole ER; GSK)

Rytary (levodopa/carbidopa ER; Impax)

Stalevo (levodopa/carbidopa/entacapone; Novartis)

Tasmar (tolcapone; Valeant)

Xadago (safinamide; US World Meds)

A Competitive View of Your Medical Affairs Team

Developed with the help of medical affairs specialists, this report gives you an in-depth comparison of medical affairs teams for 12 leading Parkinson's Disease brands—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 Practising Physicians

We surveyed 100 US-based neurologists, 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 Parkinson's Disease patients 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 October 9-25, 2017.

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