

Medical Affairs Reputations (US): Type 2 Diabetes Mellitus

<https://marketpublishers.com/r/MEC4DD85074EN.html>

Date: August 2015

Pages: 0

Price: US\$ 6,900.00 (Single User License)

ID: MEC4DD85074EN

Abstracts

What do physicians think of U.S. Medical Affairs teams in the Type 2 Diabetes Mellitus (T2DM) sector? Who gets top marks for performance and reputation? Who fails to measure up? How is your Medical Affairs team impacting your relationship with customers?

To find out, we surveyed 100 physicians from across the country regarding ten leading T2DM products and their associated Medical Affairs teams.

What did they have to say about your team? Are you lagging or leading your competitors?

Order your report now to find out.

Note that in addition to the U.S. report we offer an equivalent report for Europe. Order both and receive, at no cost, a third report clearly setting out the differences in findings between the two regions.

Answering key questions

What Medical Affairs offerings do physicians most value, and how well is your team providing them?

Whose Medical Affairs teams are most respected, and how exactly do they distinguish themselves from the pack?

Do physicians feel they hear from your Medical Affairs team as much as they'd

like to, and what media and methods do they prefer?

What does gap analyses reveal about your Medical Affairs team versus your competitors?

Where is your Medical Affairs team succeeding and where are there opportunities for improvement?

Emerging Themes:

Medical Affairs teams in T2DM are generally well received, but physicians do have several recommendations for improvement; we provide the details.

Some Medical Affairs offerings are highly desired by physicians. Others generate much less interest. We let you know where your team might make adjustments and strengthen relationships as a result.

The products leading in the marketplace don't necessarily lead in Medical Affairs. Which teams are doing their T2DM products justice? Which might be dragging them down?

This report lets you know.

Products Included in the Report:

AstraZeneca

Forxiga (dapagliflozin)

Boehringer Ingelheim

Jardiance (empagliflozin)

Eli Lilly

Trulicity (dulaglutide)

GlaxoSmithKline

Eperzan (albiglutide)

Johnson & Johnson

Invokana (canagliflozin)

Merck & Co.

Januvia (sitagliptin)

Novartis

Galvus (vildagliptin)

Novo Nordisk

Tresiba (insulin degludec)

Sanofi

Toujeo (insulin glargine)

Takeda

Vipidia (alogliptin)

About FirstWord

FirstWord is an innovative industry intelligence leader serving over 240,000 Pharma and MedTech professionals worldwide. FirstWord offers a range of products and services designed to help your company gain a competitive edge by making key business decisions with speed and confidence.

FirstWord Pharma PLUS is a personalised and comprehensive intelligence service delivering up-to-the-minute pharma news, insight, analysis and expert views of importance to your company's success.

FirstWord Reports deliver timely, need-to-know intelligence about your products, your competitors and your markets. Covering biosimilars, market access, medical affairs, sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.

Contents

- 1. OBJECTIVES, SURVEY METHODOLOGY AND SAMPLING, PRODUCTS INCLUDED IN THE SURVEY, EXECUTIVE SUMMARY**
- 2. CURRENT STATUS OF INTERACTIONS WITH DIFFERENT MEDICAL AFFAIRS TEAMS**
- 3. INTERACTIONS IN THE PAST 6 MONTHS WITH MEDICAL AFFAIRS TEAMS FOR EACH PRODUCT**
- 4. CURRENT FREQUENCY OF INTERACTIONS WITH MEDICAL AFFAIR TEAMS FOR EACH PRODUCT**
- 5. COMPETITIVE EVALUATION OF MEDICAL AFFAIRS TEAMS PERFORMANCE ON VARIOUS ATTRIBUTES**
- 6. EVALUATION OF OVERALL QUALITY OF INTERACTIONS WITH MEDICAL AFFAIRS TEAMS FOR EACH PRODUCT**
- 7. ATTRIBUTE IMPORTANCE OF MEDICAL AFFAIRS TEAMS ROLES TO PHYSICIANS' PRACTICE**
- 8. EDGEMAP ANALYSIS – COMPETITIVE EVALUATION ON MEDICAL AFFAIRS TEAMS PERFORMANCE ON ATTRIBUTES**
- 9. COMPETITIVE EVALUATION OF PHYSICIANS SATISFACTION OF INTERACTION WITH MEDICAL AFFAIRS TEAMS**
- 10. NEED-GAP ANALYSIS BY PRODUCT**
- 11. PREFERRED INTERACTION MEDIA, FREQUENCY, AND SUGGESTIONS FOR IMPROVEMENT**
- 12. PREFERRED INTERACTION MEDIA AND FREQUENCY, AND SUGGESTIONS FOR IMPROVEMENT**
- 13. APPENDIX**

I would like to order

Product name: Medical Affairs Reputations (US): Type 2 Diabetes Mellitus

Product link: <https://marketpublishers.com/r/MEC4DD85074EN.html>

Price: US\$ 6,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MEC4DD85074EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970