

# MARKET REPORT



Medical Affairs Reputations in Oncology: Oncologists Rate Key Products and Companies

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# Medical Affairs Reputations in Oncology: Oncologists Rate Key Products and Companies

## Introduction

As the oncology drug market continues to face significant road bumps in terms of development costs and pricing requirements, the role of Medical Affairs teams working with oncologists becomes ever more critical.

Fine tuning their performance through smarter delivery and high quality interaction is an increasingly important aspect of establishing and maintaining front line, product level access and education.

In Medical Affairs Reputations in Oncology: Oncologists Rate Key Products and Companies, FirstWord provides robust insight on the performance and physician satisfaction across 12 Medical Affairs teams across 4 key indications; Breast Cancer, Melanoma, Non-Small Cell Lung Cancer (NSCLC) and Renal Cell Carcinoma.

Using its proprietary analytics, EdgeMap and Need-Gap analysis, FirstWord offers an important new advanced analysis of survey results that is both timely and critical to the current oncology drugs market.

## EdgeMap

### What is EdgeMap Analysis?

This report includes slides that provide advance analysis of the survey results using EdgeMap analysis, a proprietary analytics tool. EdgeMap provides an integrated, comparative analysis of the competitive set of products being evaluated in the study. It offers an overview of the market and provides a clear portrait of each product's position within its competitive environment.

## Purchase Reasons

### Key Benefits

In this report, gain insight from key pharma stakeholders with a vested interest in physician perspectives on oncology brand performance.

Interaction with the medical affairs professional in the past 6 months for at least one of the listed products  
Additional Details

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