

# MARKET REPORT



## Medical Affairs Reputations: Multiple Myeloma (US) 2016

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# Medical Affairs Reputations: Multiple Myeloma (US) 2016

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# Medical Affairs Reputations: Multiple Myeloma (US) 2016

Tight competition means it's anybody's market. Can your medical affairs team take the lead?

We surveyed 100 US oncologists and haematologists to compare the medical affairs teams for nine multiple myeloma treatments. Results show that it's anybody's market, with seven of the surveyed teams running neck and neck. Does that mean they're meeting doctors' needs? Not necessarily. What can your team do to get ahead?

Find out in FirstView's Medical Affairs Reputations: Multiple Myeloma (US).

Comparing 9 major myeloma treatments from AbbVie, Amgen, BMS, Celgene, Janssen Biotech, Novartis, and Takeda, this report reveals:

How oncologists and haematologists rate your team overall, and on 12 key services.

Which services are most important.

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

Specific suggestions for how your team can improve its services.

That's actionable information you can use to turn your team into one that doctors rely on.

## Top Takeaways

**A tight market:** Rated for overall quality of interactions, fewer than two points separate the teams in 1st and 7th place. The only two teams not in a position to take the lead trail far behind.

**High marks from doctors:** Performance scores are fairly high across teams. Satisfaction scores are also nearly all positive, but show more variation.

**Right moves, wrong result:** Despite earning high performance and satisfaction scores in almost every area, one team still ended up with one of the lowest overall quality scores.

**Need for clinical information:** Answers related to current use of medical affairs teams and the importance of various services suggest that doctors need actionable clinical information.

**Teams still fall short:** Apart from the medical affairs services covered in the report, nearly half of the surveyed doctors identified areas where teams must improve information provision.

**Doctors are open to some electronic communication:** They still prefer face-to-face methods, but one electronic method ranks higher than several of the alternatives.

Darzalex (daratumumab; Janssen Biotech)

Empliciti (elotuzumab; BMS/AbbVie)

Farydak (panobinostat; Novartis)

Kyprolis (carfilzomib; Amgen)

Ninlaro (ixazomib; Takeda)

Pomalyst (pomalidomide; Celgene)

Revlimid (lenalidomide; Celgene)

Thalomid (thalidomide; Celgene)

elcade (bortezomib; Takeda)

## 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 9 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-based medical oncologists and haematologists, 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 patients with multiple myeloma 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 November 1st and 4th, 2016.

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