

MARKET REPORT



Medical Affairs Reputations: Multiple Myeloma (EU5) 2016

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Medical Affairs Reputations: Multiple Myeloma (EU5) 2016

Tight competition at every level of the market. Can your medical affairs team pull ahead?

We surveyed 150 EU5 oncologists and haematologists to compare the medical affairs teams for seven multiple myeloma treatments. Results show stiff competition across the pack, with two teams neck and neck for top spot and another three battling to rule the middle of the market. Where does your team rank, and what can you do to get ahead?

Find out in FirstView's Medical Affairs Reputations: Multiple Myeloma (EU5).

Comparing 7 major myeloma treatments from Amgen, Celgene, Johnson & Johnson, and Novartis, this detailed 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

Competition at all levels: Rated for overall quality of interactions, two teams are running neck and neck for first place. Meanwhile, another three teams are competing closely in the middle of the market, and even the two last place teams are less than a point apart.

High marks for most teams: Performance scores are moderately high, while satisfaction scores tend to vary more. Especially for the two last place teams whose satisfaction scores on most services trail the pack.

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.

Clear areas for improvement: Doctors identified services related to information provision as needing improvement, and nearly all the surveyed teams need to improve the same two services.

Other unmet needs: More than a third of the surveyed doctors identified other ways teams can improve information provision, and a quarter of them pointed to potential "attitude" improvements.

Timing is critical: Surveyed doctors showed a clear preference for how often they'd like to be contacted, but several teams are reaching out too often, or not often enough.

Insight into Medical Affairs Teams for 9 Multiple Myeloma Treatments

Darzalex (daratumumab; Janssen Biotech)

Farydak (panobinostat; Novartis)

Imnovid (pomalidomide; Celgene)

Kyprolis (carfilzomib; Amgen)

Revlimid (lenalidomide; Celgene)

Thalidomide (thalidomide; Celgene)

Velcade (bortezomib; Johnson & Johnson)

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 7 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 150 medical oncologists and haematologists from the EU5 (France, Italy, Germany, Spain, UK) - 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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