



# MEDICAL AFFAIRS PATIENT-CENTRICITY AND PROVING VALUE

A Comprehensive Analysis of Cutting Edge Information's Medical Affairs Research

## TABLE OF CONTENTS AND CHARTS & GRAPHICS



**WE ANSWER QUESTIONS THAT NO ONE ELSE CAN.™**

68 T.W. Alexander Dr. P.O. Box 13628 Research Triangle Park, NC 27709 [www.cuttingedgeinfo.com](http://www.cuttingedgeinfo.com)

# TABLE OF CONTENTS

6	<a href="#">Medical Affairs Patient-Centricity and Proving Value</a>
11	About This Report
16	Thought Leader Activities
42	Medical Communications
66	Advancing Research

# TABLE OF CONTENTS

6	<b>Medical Affairs Patient-Centricity and Proving Value</b>
7	Figure 1: Average and Median Medical Affairs Team Budget (All Company Sizes and Regions)
7	Figure 2: Average and Median Percentage Increase in Medical Affairs Team Budgets (All Company Sizes and Regions)
8	Figure 3: The Evolution of Medical Affairs Objectives
10	Figure 4: Three Categories of Medical Affairs Activities
11	<b>About This Report</b>
12	Figure 5: Cutting Edge Information Research Methodology
14	Figure 6: Study Definitions: Team Region
15	Figure 7: Study Definitions: Company Size
16	<b>Thought Leader Activities</b>
17	Figure 8: Thought Leader Activity Timelines: All Teams
18	Figure 9: Thought Leader Activity Timelines: Global Teams
19	Figure 10: Thought Leader Activity Timelines: US Teams
21	Figure 11: Thought Leader Activity Timelines: Top 10 and Top 50 Company Teams
21	Figure 12: Thought Leader Activity Timelines: Small Company Teams
23	Figure 13: Time When Teams Start Tracking Specific Thought Leader Activity KPIs
25	Figure 14: Time When Teams Start Tracking the Number of New KOL Relationships per MSL
25	Figure 15: Time When Teams Start Tracking the Number of Scientific Speeches Delivered by KOLs
26	Figure 16: Time When Teams Start Tracking Insights Gathered from HCPs and Patients
26	Figure 17: Time When Teams Start Tracking Clinical Operations Support
28	Figure 18: Methods to Be More Patient-Centric: Thought Leader Activities
28	Figure 19: Survey Responses for Patient-Centric Thought Leader Activities: Disease Education
29	Figure 20: Survey Responses for Patient-Centric Thought Leader Activities: Gather KOL Insights
29	Figure 21: Survey Responses for Patient-Centric Thought Leader Activities: Understand the Patient's Journey
30	Figure 22: Survey Responses for Patient-Centric Thought Leader Activities: Gather Patient Insights
30	Figure 23: Survey Responses for Patient-Centric Thought Leader Activities: Identify / Meet Unmet Needs
31	Figure 24: Survey Responses for Patient-Centric Thought Leader Activities: Harness MSLs
31	Figure 25: Survey Responses for Patient-Centric Thought Leader Activities: Patient Support
32	Figure 26: Methods Used to Demonstrate Thought Leader Management Value
33	Figure 27: Range and Average Traditional KPIs, by Lifecycle Stage
35	Figure 28: Items Tracked in the Physician Interaction Database
36	Figure 29: Thought Leader Management Outcomes
37	Figure 30: Methods Used to Prove MSL Value
38	Figure 31: KPIs' Usefulness in Proving MSL Value: Traditional KPIs
38	Figure 32: Monthly Target Number for Traditional KPIs
39	Figure 33: KPIs' Usefulness in Proving MSL Value: Emerging KPIs

# TABLE OF CONTENTS

40	Figure 34: Monthly Target Number for Emerging KPIs
41	Figure 35: Example of Tracking an MSL's Impact on Patient Outcomes
42	<b>Medical Communications</b>
44	Figure 36: Medical Communications Activity Timelines: All Teams
45	Figure 37: Medical Communications Activity Timelines: US Teams
46	Figure 38: Medical Communications Activity Timelines: Global Teams
47	Figure 39: Medical Communications Activity Timelines: Top 10 and Top 50 Company Teams
49	Figure 40: Time When Teams Start Tracking Specific Medical Communications Activity KPIs
50	Figure 41: Time When Teams Start Tracking the Quality of a CME Program
52	Figure 42: Methods to Be More Patient-Centric: Medical Communications Activities
52	Figure 43: Survey Responses for Patient-Centric Medical Communications Activities: Gather Patient Insights
53	Figure 44: Survey Responses for Patient-Centric Medical Communications Activities: Incorporate Patient Perspectives in Publications
53	Figure 45: Survey Responses for Patient-Centric Medical Communications Activities: Patient Education
54	Figure 46: Survey Responses for Patient-Centric Medical Communications Activities: Gather HCP Insights
54	Figure 47: Survey Responses for Patient-Centric Medical Communications Activities: Gather Insights from Internal Personnel
55	Figure 48: Survey Responses for Patient-Centric Medical Communications Activities: Incorporate Patient Perspectives in CME
55	Figure 49: Survey Responses for Patient-Centric Medical Communications Activities: Reevaluate Key Documents for Patient Questions
56	Figure 50: Survey Responses for Patient-Centric Medical Communications Activities: Patient Support Call Centers
57	Figure 51: Methods Used to Demonstrate Medical Publications Value
59	Figure 52: KPIs Used to Measure Medical Publications Value
61	Figure 53: Methods Used to Prove Medical Education Value
61	Figure 54: Measurements Teams Use to Prove Company-Sponsored Medical Education Value
62	Figure 55: Example of an Effective Approach to Learning
64	Figure 56: Methods Used to Prove Medical Information Value
64	Figure 57: Percentage of Medical Information Teams Tracking Specific KPIs
65	Figure 58: Percentage of External Inquiries Placed by Specific Stakeholders
66	<b>Advancing Research</b>
66	Figure 59: Methods Used to Demonstrate Advancing Research Activity Value
67	Figure 60: Advancing Research Activity Timelines: All Teams
68	Figure 61: Advancing Research Activity Timelines: Global Teams
70	Figure 62: Time When Teams Start Tracking Specific Advancing Research Activity KPIs

# TABLE OF CONTENTS

72	Figure 63: Average Percentage of Phase 4 Trials and IITs Containing Certain Research Aspects
73	Figure 64: Survey Responses for Patient-Centric Advancing Research Activities
74	Figure 65: Range and Average Number of Days Spent in Each IIT Review Stage
75	Figure 66: Percentage of Evaluated IIT Proposals Approved
76	Figure 67: Comparing How Contract Negotiation Affects IIT Timelines
77	Figure 68: Importance of IIT Outcomes: Ratings from 1 to 5
79	Figure 69: Range and Average Number of Days Spent in Each Phase 4 Study Stage
79	Figure 70: Percentage of Phase 4 Trials Achieving Target Patient Enrollment
81	Figure 71: Phase 4 Trial Objectives
81	Figure 72: Data Portfolio Expansion Objectives