

Best Practices and the Role of Medical Affairs in Oncology Launch Excellence



Best Practices, LLC Strategic Benchmarking Research

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Research Objectives & Methodology

This research delivers current data, insights and best practices from Medical Affairs leaders at top biopharmaceutical companies. The benchmark data in this study will help companies focused on oncology therapies find better ways to develop successful launch strategies.

Research Objectives:

- ✓ Illustrate how Medical Affairs is involved in the launch process in leading Pharma and Biotech companies focused on oncology therapies
- ✓ Highlight strategies for effective thought leader (TL) segmentation and relationship management
- ✓ Understand challenges in managing successful Medical Affairs launch support
- ✓ Identify industry drivers regarding new product commercialization
- ✓ Explore critical strategies for allocating Medical Affairs launch budget effectively

Field Research & Insight Development:

- ✓ Eleven survey responses from Medical Affairs leaders at biopharmaceutical companies within mature markets.
- ✓ Additional deep - dive interviews with 5 selected Medical Affairs executives - 4 VPs and 1 Sr. Medical Affairs Director.



Business Objective:

Provide Leading Insights on:

- *Identify critical success factors for a strong Medical Affairs launch support*
- *Define strategies for TL targeting and communication*

Universe of Learning: Research Participants

This study engaged 11 executives from leading life sciences companies. The study analyzes companies that focus on oncology therapies.

Benchmark Class



Segments and Abbreviations

Abbreviations:

- **FBMT:** Field-Based Medical Team
- **Medical Affairs :** Medical Affairs
- **MedEd:** Medical Education
- **MedCom:** Medical Communications
- **MSL:** Medical Science Liaison
- **TA:** Therapeutic Areas
- **TBC:** Total Benchmark Class
- **TL:** Thought Leader
- **TLM:** Thought Leader Management

Key Findings & Insights: Medical Affairs Launch Support Excellence

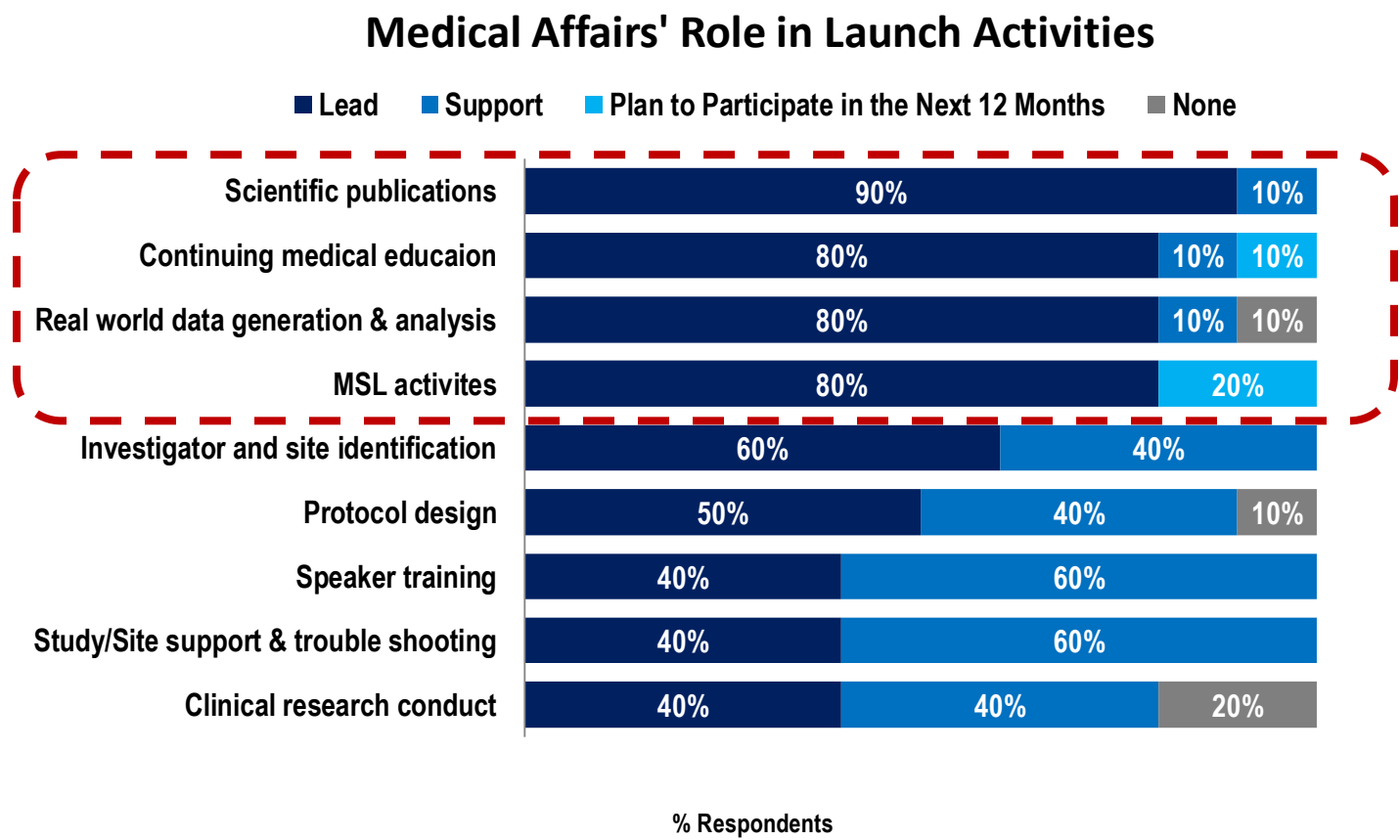
The following key findings and insights emerged from this study.

- **Medical Affairs' Role in Launch Activities:** Medical Affairs is heavily involved in four launch activities within participating organizations: Scientific Publications, Continuing Medical Education, Real World Data Generation & Analysis, MSL activities.
 - Medical Affairs leads TL Activities and plays a key role between companies and decision makers during launch process. This requires companies to create strong MSL teams, acquire the right talent and provide effective training.
 - Medical Affairs also plays a critical role in internal education and guiding commercial strategies regarding products. This provides Medical Affairs leaders with the opportunity to convey the needs of key decision makers, thus companies to improve their products.
- **Medical Affairs Investment Allocation:** We have observed significant changes in Medical Affairs investment allocation for two Medical Affairs activities between pre-launch and post-launch: Medical Clinical Research Operations and Medical Education.
 - Medical Affairs budget allocation must be flexible so that investment to certain areas can be increased during launch.
 - Activities related to communicating with thought leaders are crucial during launch process and require a significant increase in budget allocation.

Majority Say Medical Affairs Leads 5 out of 9 Launch Activities

Medical Affairs leads scientific publications in 90% of companies. Continuing medical education, real world data generation & analysis, and MSL activities are the next most lead Medical Affairs' launch activities.

Medical Affairs' Role: Please identify Medical Affairs' role in each of the following activities that take place during launch and pre-launch phases.



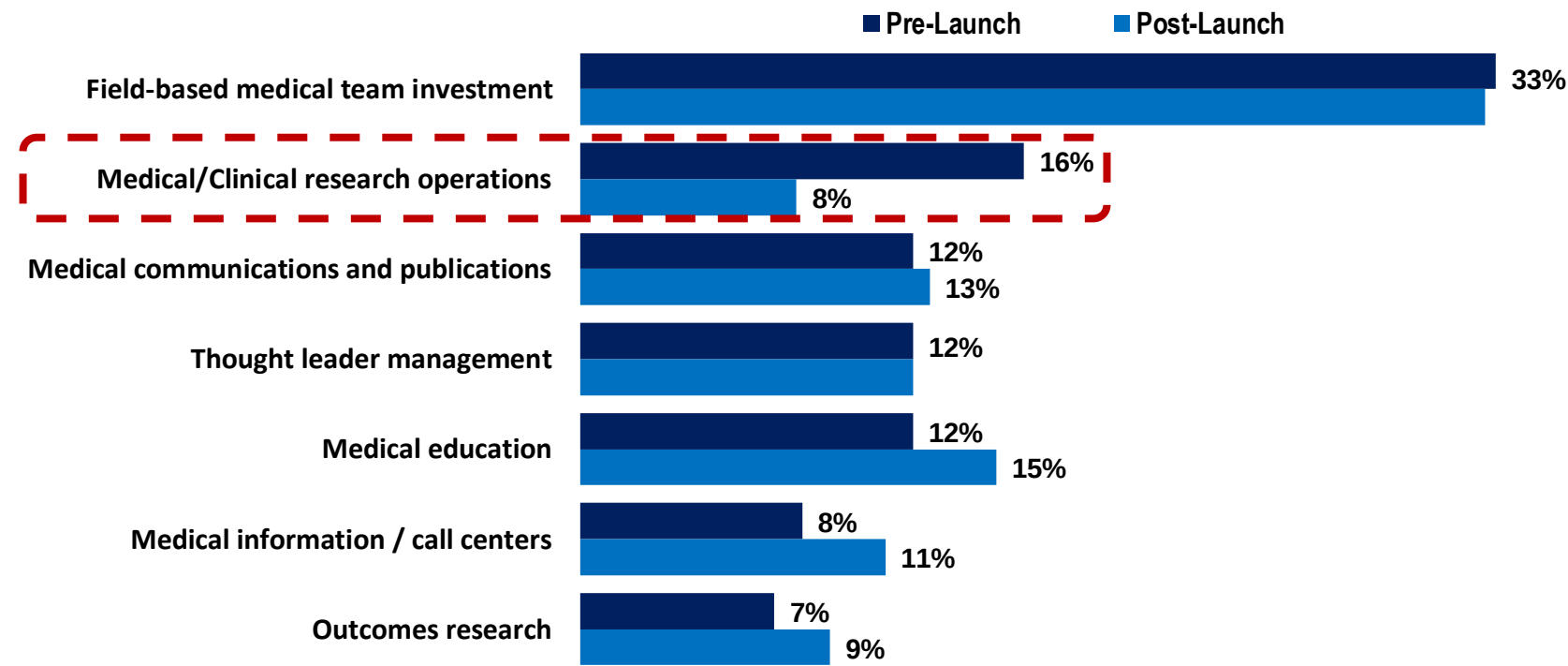
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Launch Increases Medical Affairs Resource Allocation for Medical Education and Outcomes Research

Medical Affairs' investment in the medical/clinical research operations is ceased after the launch, and distributed to Medical Education and Outcomes Research.

Investment Allocation: Please indicate the percentage of total Medical Affairs launch investment allocated to each of the following Medical Affairs activities during each time period.

Medical Affairs Investment Allocation

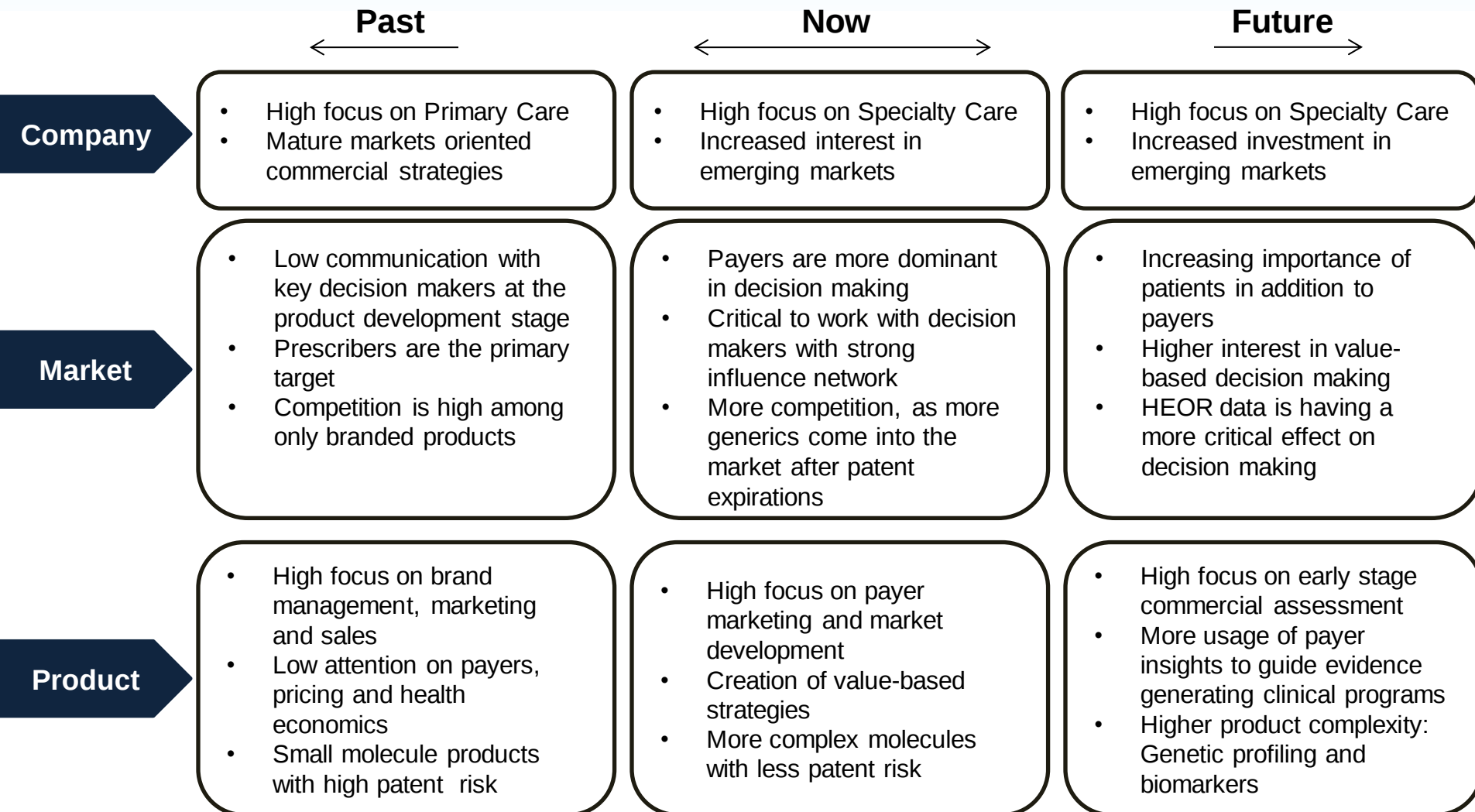


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% Respondents

Role of Payers and Patients is Becoming More Critical

The life sciences industry is going through important changes on the company, product and market levels.



About Best Practices, LLC



Learn More About Our Company:



Best Practices®, LLC is an internationally recognized thought leader in the field of best practice benchmarking®. We are a research, consulting, benchmark database, publishing and advisory firm that conducts work based on the simple yet profound principle that organizations can chart a course to superior economic performance by leveraging the best business practices, operating tactics and winning strategies of world-class companies.

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