# 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: <u>Scientific Publications</u>, <u>Continuing Medical Education</u>, <u>Real World Data Generation & Analysis</u>, <u>MSL activities</u>.
  - 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.

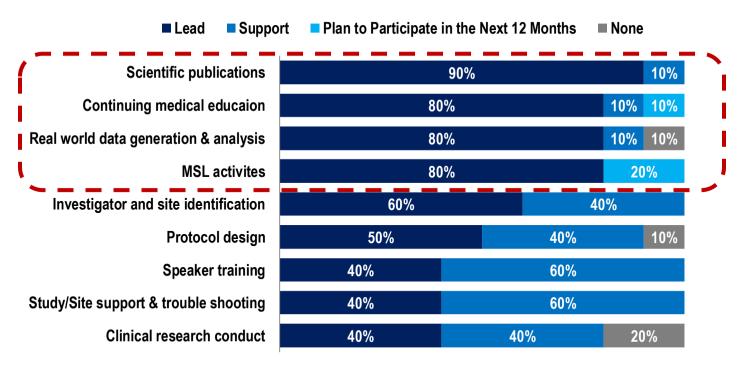


# **Majority Say Medical Affairs Leads 5 out of 9 Launch Activities**

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

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

#### **Medical Affairs' Role in Launch Activities**



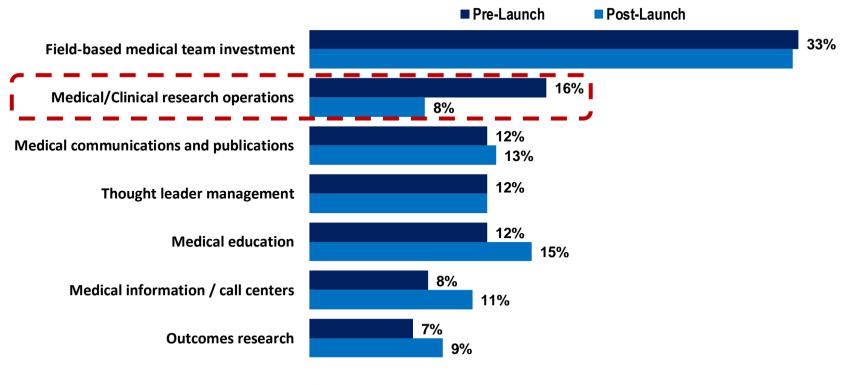
% Respondents

# 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 <u>Medical</u> Education and Outcomes Research.

<u>Investment Allocation:</u> 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**





N=5

# 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.

#### Past

#### Now

#### **Future**

#### Company

- High focus on Primary Care
- Mature markets oriented commercial strategies
- High focus on Specialty Care
- Increased interest in emerging markets

- High focus on Specialty Care
- Increased investment in emerging markets

#### Market

- Low communication with key decision makers at the product development stage
- Prescribers are the primary target
- Competition is high among only branded products

- Payers are more dominant in decision making
- Critical to work with decision makers with strong influence network
- More competition, as more generics come into the market after patent expirations
- Increasing importance of patients in addition to payers
- Higher interest in valuebased decision making
- HEOR data is having a more critical effect on decision making

#### **Product**

- High focus on brand management, marketing and sales
- Low attention on payers, pricing and health economics
- Small molecule products with high patent risk

- High focus on payer marketing and market development
- Creation of value-based strategies
- More complex molecules with less patent risk

- High focus on early stage commercial assessment
- More usage of payer insights to guide evidence generating clinical programs
- Higher product complexity: Genetic profiling and biomarkers



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6350 Quadrangle Drive, Suite 200 Chapel Hill, NC 27517 (Phone): 919-403-0251

www.best-in-class.com

