

# Critical Strategies to Develop Strong Medical Information Groups



Best Practices, LLC Strategic Benchmarking Research & Analysis

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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 understand how to create strong Medical Information groups

## Research Objectives:

- ✓ Illustrate how leading Pharma and Biotech companies structure and organize their Medical Information groups
- ✓ Highlight strategies to align Medical Information activities with compliance
- ✓ Understand resource levels for Medical Affairs to create strong Medical Information groups
- ✓ Identify the ways for efficient internal collaboration
- ✓ Explore strategies for managing several Medical Information activities

## Field Research & Insight Development

- ✓ Twenty six survey responses from Medical Affairs leaders at 25 biopharmaceutical companies. This report captures insights on two segments:
- ✓ **Company Size Segments:** Large (> \$10B in revenue), Mid-Size (\$1B-\$10B in revenue) and Small (< \$1B in revenue)
- ✓ **Regional Segments:** Global (Respondent works under the global Medical Affairs group) and US-only (Respondents focus is only US) regions
- ✓ We interviewed with three high-level Medical Information executives to capture qualitative insights



## Business Objective

### Provide Leading Insights on:

- *Identifying critical requirements for Medical Affairs to create successful Medical Information groups*
- *Explore strategies to align Medical Information activities with compliance requirements*

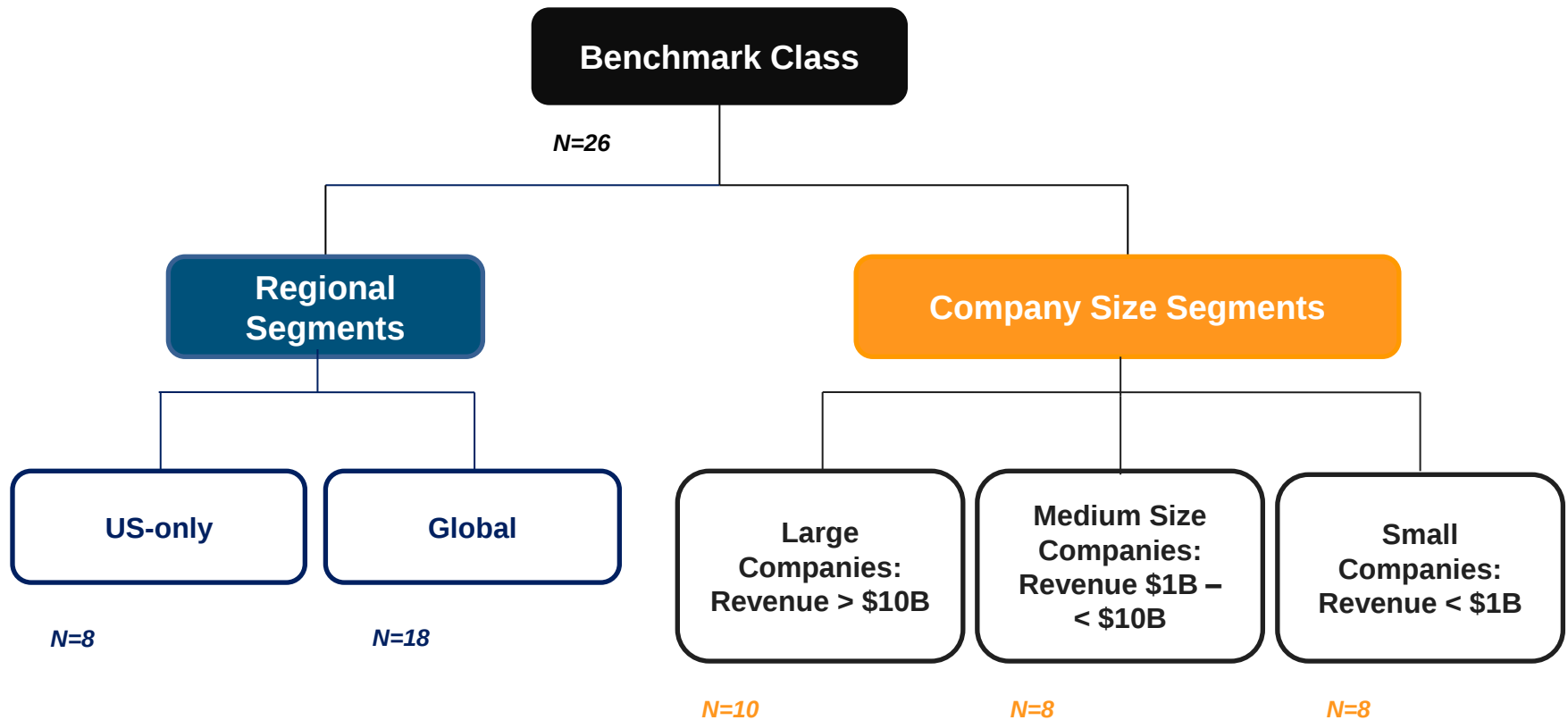
# Universe of Learning: 25 Top Companies Contributed to This Research

This study engaged with 26 executives from 25 leading biopharmaceutical companies. Eleven research participants represented large biopharmaceutical organizations, while 8 participants represented medium companies and the remaining benchmark class emerged from small companies. Also 8 companies form a US-only segment, while 19 companies form a Global segment.

## Benchmark Class



# Study Analyzes Two Main Segments



# High-Level Key Findings for Critical Strategies to Develop Strong Medical Information Groups

The following key findings and insights emerged from this study.

## Understand Compliance Guidelines

- Define the compliance guidelines and the rules to follow for your Medical information clearly
- Create strong communication capabilities to convey the compliance rules

## Increase Efficiency Strategically

- Utilize technology and innovation to increase efficiency with top medical information activities such as
  - Responding to queries
  - Writing standard response letters
  - Organizing inquiries
  - Searching for information

## Expand Collaboration with Legal

- In order to avoid compliance issues; it's critical to collaborate with Legal groups. For example 46% of the participants have all of their medical information letters reviewed by their companies' legal groups

## Build Strong Internal Partnerships

- Communicate with internal groups effectively. Top three critical internal functions/groups to communicate closely with are:
  - Medical Science Liaison groups
  - Pharmacovigilance groups
  - Regulatory and Legal groups

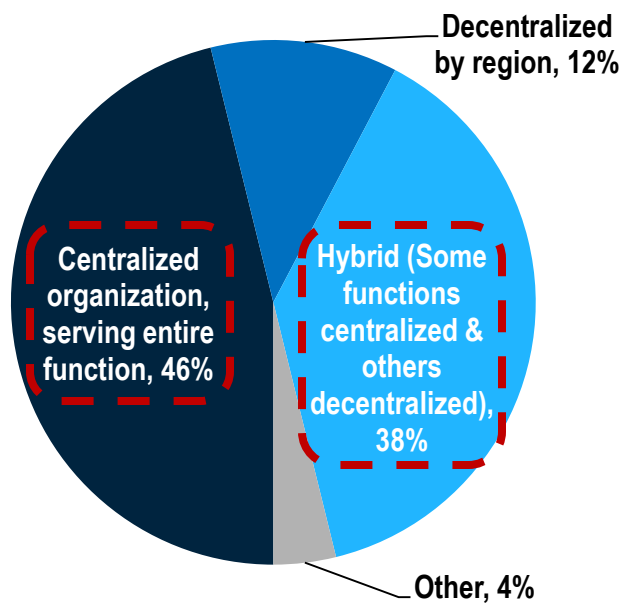
# Key Findings

- **Current Structure and Leadership:** Medical Information groups structures are usually either “Centralized or Hybrid” organizations. Eighty-four percent of participants’ Medical Information groups have either centralized or hybrid structure.
- Sixty-nine percent of the Medical Information groups in the study have director-level leadership. Having high-level leaders illustrates the importance of Medical Information groups.
- **Collaboration with Legal Groups:** At 46% of the companies, all Medical Information letters are reviewed by the legal department
- However, 17% of the companies report that their medical information letters aren’t reviewed by the company’s legal department.
- **Internal Collaboration:** The top two groups that Medical Information collaborates with are: Medical Science Liaison teams and Pharmacovigilance departments.

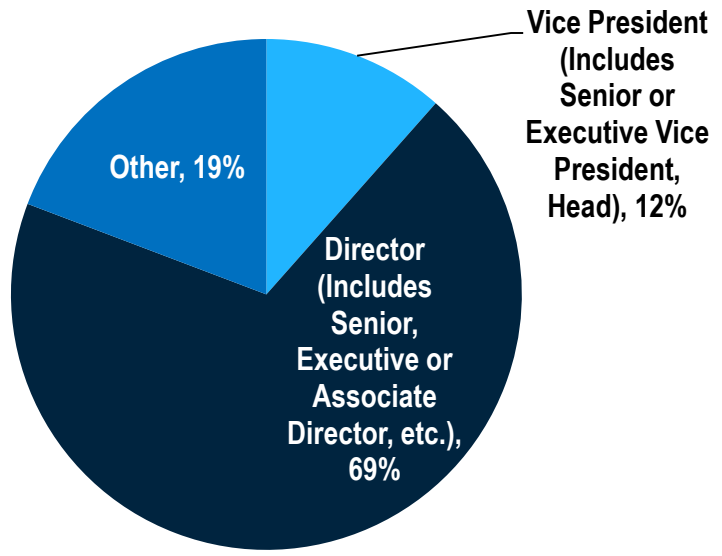
# Centralized Structure, Director-Level Leadership Common for Medical Information Groups

While 46% of the participants favor centralized approach, 38% favors hybrid function. In terms of leadership, Director level is the most common leadership level for Medical Information groups.

Current Structure



Leadership



N=26

Other: Regional reporting into single global leader

% Respondent

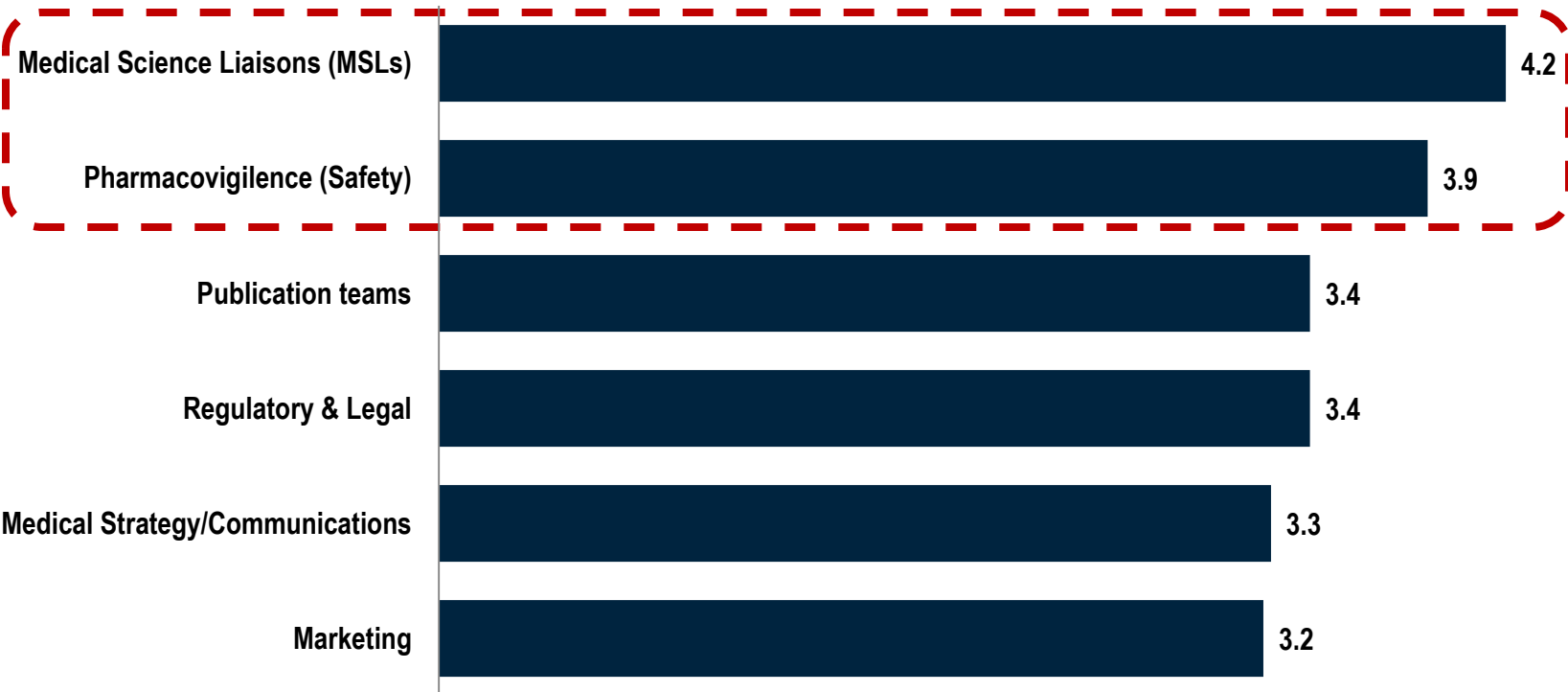
Other: Manager, changing

- Q8. Current Structure: Which of the following best describes the current structure of the Medical Information group at your company?
- Q9. Leadership: What is the job level of the person who currently heads the Medical Information group at your company?

# MSLs and Pharmacovigilance Groups Lead Internal Collaboration

Medical Information groups collaborate with MSLs and Pharmacovigilance groups most. These collaborations are critical to convey the right information to key stakeholders and to understand their needs.

Internal Collaboration Scores



N=26

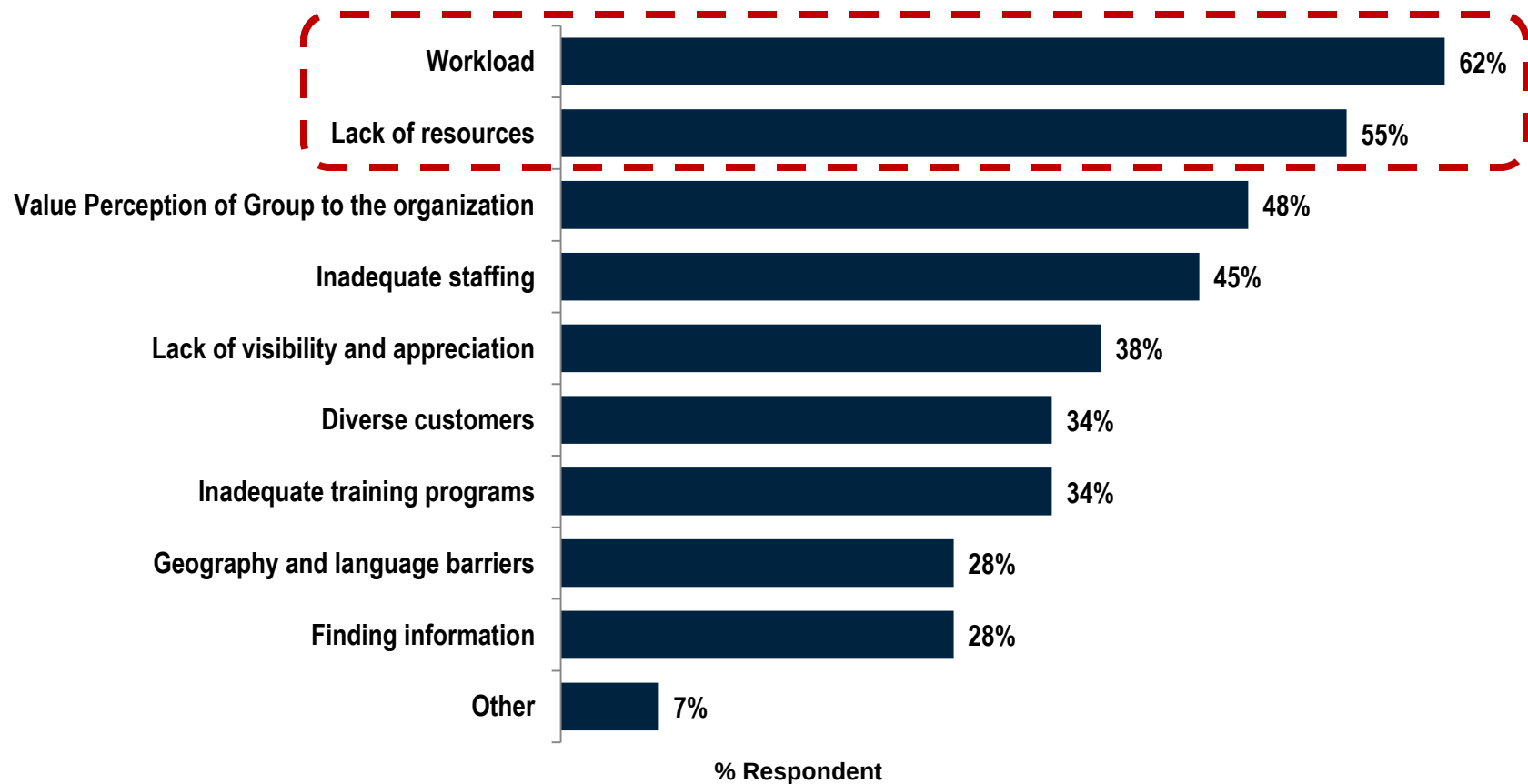
No collaboration: 0 ; High collaboration: 5

Q18. Collaboration: How much does your Medical Information Group collaborate with the following functions at your company?

# Workload and Thin Resources are Top Challenges

More than half of the participants face the twin challenges of workload and lack of resources.

Challenges



N=26

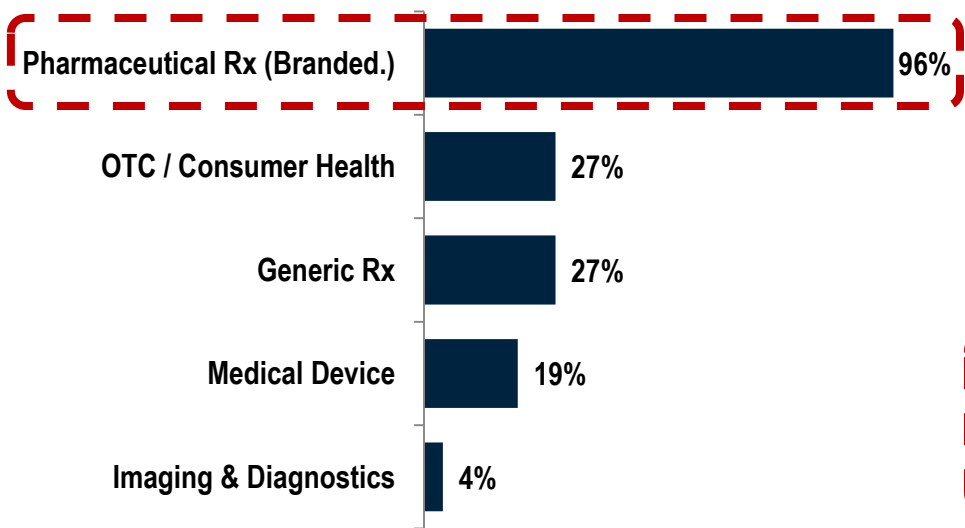
Q21. Challenges: What challenges do you face in your Medical Information Group?

Other: Content and workflow system capability, working in a highly regulated environment

# CNS and Oncology Are the Top Therapeutic Areas Represented

Majority of the participants are from pharmaceutical companies and the top therapeutic areas that are represented are CNS and Oncology.

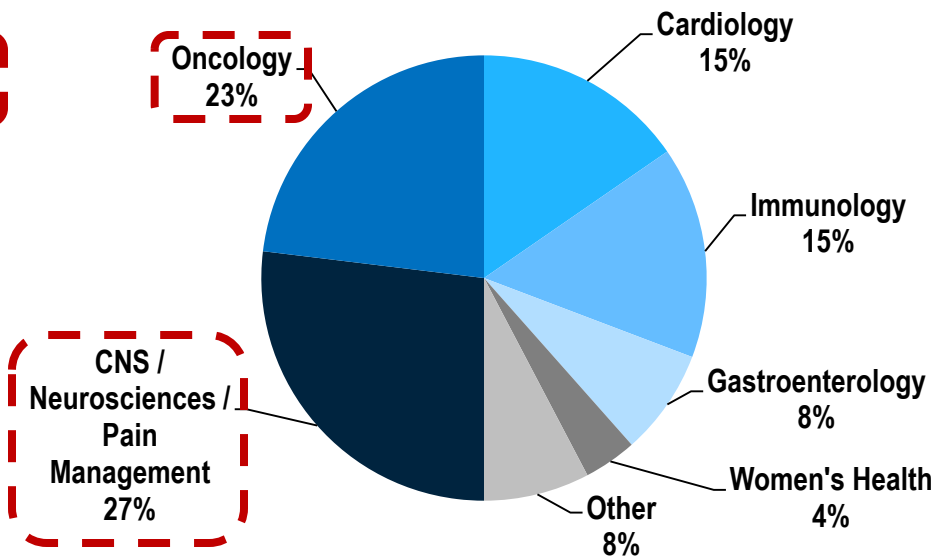
Product Types



N=26

% Respondents

Therapeutic Areas



N=26

- Q3. Product Types: Which of the following types of products are supported by the Medical Information group you represent?
- Q4. Therapeutic Areas: Please indicate the top three therapeutic areas that you will fill the survey for.

# 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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