

Strategies for Developing Strong Field-Based Medical Teams



Table Of Contents

■ Executive Summary	pgs. 3-9
✓ Research Overview	pg. 3
✓ Participating Companies	pg. 4
✓ Segmentation	pg. 5
✓ High-Level Recommendations	pg. 6
✓ Key Findings	pgs. 7-9
■ Actual vs. Expected Time Allocation	pgs. 10-13
■ Showing the Value to Key Stakeholders	pgs. 14-21
■ Key Performance Indicators	pgs. 22-31
■ Visit Frequency	pgs. 32-35
■ Field-Based Medical Team Salaries	pgs. 36-41
■ Span of Control and Headcount	pgs. 42-47
■ Reasons of Change in FBMF Headcount	pgs. 48-58
■ Planning Field-Based Medical Team Training	pgs. 59-62
■ Duration of Training	pgs. 63-69
■ Participant Demographics	pgs. 70-74
■ About Best Practices, LLC	pgs. 75-76

Research Overview: Objectives & Methodology

The demand for scientific and medical data is increasing and field-based medical teams need strong strategies and resources to meet this demand. This study examines issues around field-based medical team staffing, activity timing, and training.

Research Overview

- Faced with high demand for scientific and medical data, field-based medical teams are under pressure to meet the needs of critical thought leaders.
- This benchmarking study is designed to produce industry metrics on key aspects of field-based medical teams (FBMT) including staffing levels, activities, value and training.

Research Methodology

- Best Practices, LLC engaged 23 leaders from 19 biopharmaceutical companies through a benchmarking survey.
- Created two data segments: Regional Segment: US-Only (N=14), Global (N=7) and Company-Size Segments: Large Companies (N=15) and Small Companies (N=8)

Topics Covered

- **Activities:**
 - Actual vs. Expected Time Allocation
 - Visit Frequency
 - Value of Activities
 - Key Performance Indicators
- **Staffing:**
 - Span of Control and Headcount
 - Reasons for Change in FBMT Size
 - FBMT Salaries
- **Training:**
 - Planning Field-Based Medical Team Training
 - Duration of Training

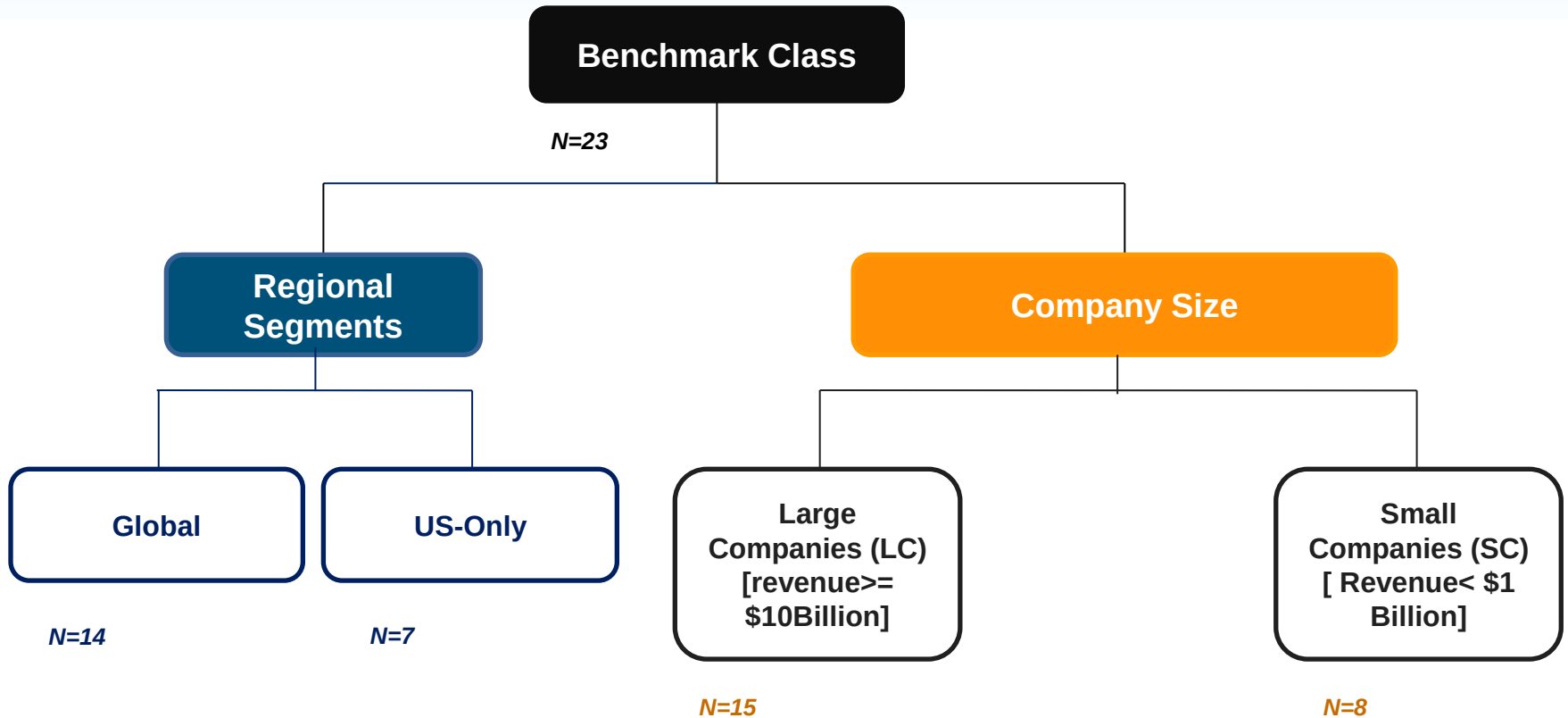
Universe Of Learning: 19 Companies Participated in Study

This study engaged 19 leaders with direct experience working in Medical Affairs. Participants represent 19 leading biopharmaceutical companies. Almost 86% of participants are at the level of senior director or above.

Benchmark Class:



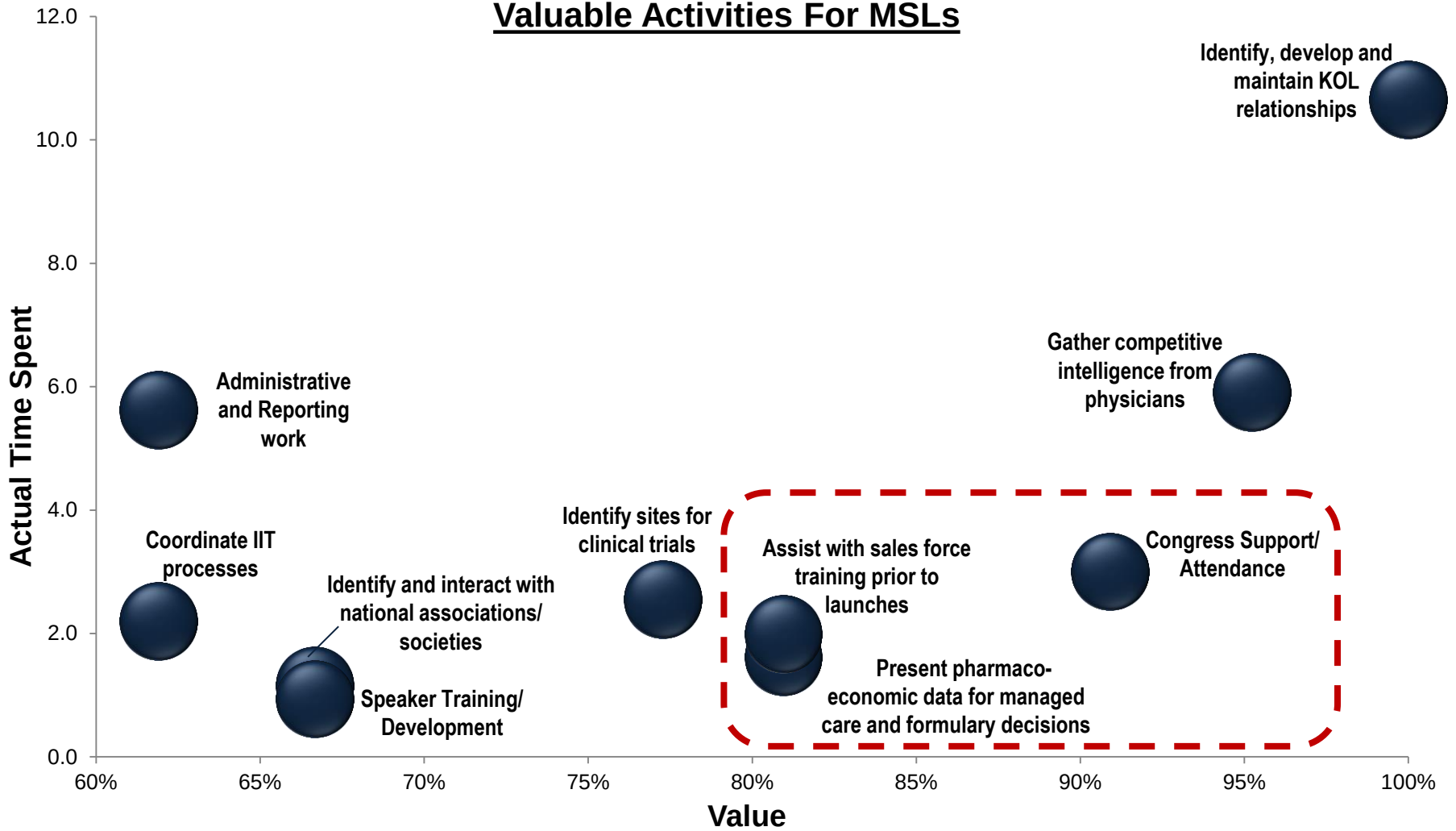
Study Analyzes Two Main Segments



MSL Teams Should Spend More Time on Valuable Activities

There are three MSL activities that MSL teams should allocate more time on: 1. Congress Support, 2. Assist for sales force, 3. Present pharmaco-economic data and formulary decisions to managed care.

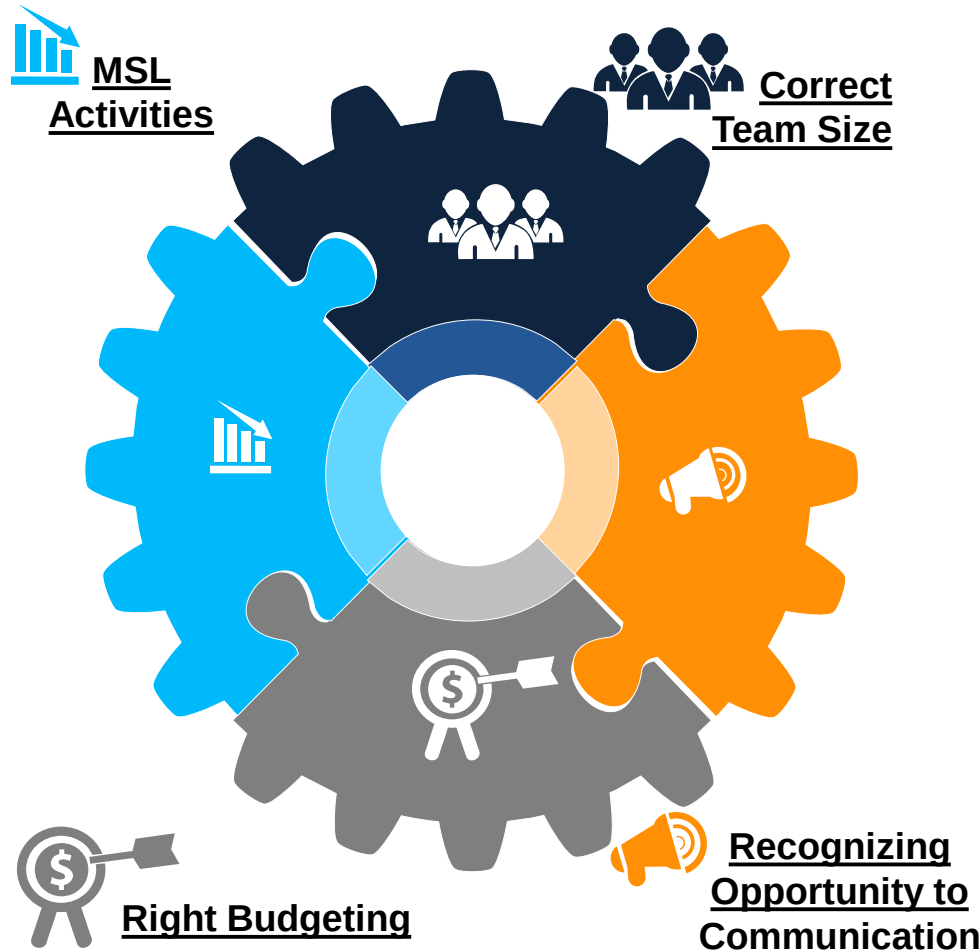
Actual Time Spent for Top 10 Valuable Activities For MSLs



MSL Team Size and Budget are the Top Issues for FBMT Leaders

“As the complexity of products increases, we need larger size MSL teams.”

– International Medical Affairs Manager



“Allocation of MSL activities and budgeting have a major impact on the success of products” –
Global Medical Affairs Director, Oncology

“Two critical issues that we come across are: 1. Finding appropriate size of MSL teams and utilizing MSLs efficiently/effectively across therapeutic areas. 2. Because of compliance restrictions, we have less opportunity to communicate”
- Executive Director, Medical Affairs

FBMT Product Knowledge is Critical for Building KOL Confidence

Companies allocate most training time on four areas annually: 1. New product training, 2. New employee training, 3. Existing product training, 4. Scientific training. Most of these areas help MSLs to better communicate with TLs and align with the values associated with MSL activities.

How much time does your Field-Based Medical Team organization dedicate on training per year for the following areas? (Please assume that one day = 8 hours)

Training Duration: MSLs

N=19-22	More than one month	Less than one month	Less than one week	Less than one day
Business training	0%	15%	55%	30%
Training on presentation skills	0%	19%	62%	19%
General training on technology devices (e.g. laptops, iPad, Android... etc.)	0%	35%	50%	15%
Compliance training	5%	41%	55%	0%
Launch tactics & strategy training	10%	38%	33%	19%
Health outcomes training	11%	16%	47%	26%
Scientific training	24%	48%	24%	5%
Existing product training	30%	55%	15%	0%
New product training	35%	40%	20%	5%
New employee training	41%	41%	18%	0%

ABOUT BEST PRACTICES



Learn More About Our Company:



Best Practices 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.

**6350 Quadrangle Drive, Suite 200
Chapel Hill, NC 27517
(Phone): 919-403-0251
www.best-in-class.com**