

M E D I C A L .

Medical Affairs' Role in Patient Engagement Activities

Best Practices Strategic Benchmarking Research & Analysis for the Medical Affairs Consortium

Table Of Contents

■ Executive Summary	pgs. 3-7
✓ Research Overview	pg. 3
✓ Participating Companies	pg. 4
✓ Segmentation	pg. 5
✓ High-Level Recommendations	pg. 6
✓ Key Findings	pg. 7
■ Lessons Learned	pgs. 8-11
■ Importance and Involvement in Patient Engagement Activities	pgs. 12-34
• Patient Health Outcomes Programs	pgs. 14-18
• Patient Advocacy Groups	pgs. 19-23
• Patient Education Programs	pgs. 24-28
• Patient Medication Adherence Programs	pgs. 29-33
■ Collaboration with Internal and External Groups	pgs. 35-42
■ Role in the Patient Journey	pgs. 43-47
■ Participant Demographics	pgs. 48-52
■ Appendix A: Voices from the Industry	pgs. 53-64
■ Appendix B: Segmentation Graphs	pgs. 65-86
■ About Best Practices, LLC	pgs. 87-88

Research Overview: Objectives & Methodology

Research Overview

- With the shift from a support function to an independent role, medical affairs groups are being put in control of Patient Engagement.
- This benchmarking study is designed to produce industry metrics on key aspects of Patient Engagement Programs including collaboration, activities, support, and involvement.

Research Methodology

- Best Practices, LLC engaged 39 leaders from 29 biopharmaceutical companies through a benchmarking survey.
- Created two data segments: Regional Segment: US-Only (N=15), Global (N=16) and Company-Size Segments: Large Companies (N=25) and Small Companies (N=14)

Topics Covered

- **Roles and Responsibilities:**
 - Patient Health Outcomes
 - Patient Advocacy Groups
 - Patient Education Programs
 - Patient Medication Adherence Programs
- **Collaboration:**
 - Medical Affairs Groups
 - Internal/External Frequency
 - Internal/External Effectiveness
- **Patient Engagement Over the Product Lifecycle**

Universe Of Learning: 29 Companies Participated in Study

This study engaged 39 leaders with direct experience working in Medical Affairs. Participants represent 29 leading biopharmaceutical companies. Almost 85% of participants are at the level of senior director or above.

Benchmark Class:

abbvie

 **ACTELION**

Alkermes

AstraZeneca 

 **BAYER**

 **Biogen**

 **Boehringer
Ingelheim**

Cipla

 **CLOVIS ONCOLOGY**


Daiichi-Sankyo

Genentech
A Member of the Roche Group

 **Incyte**

KYOWA KIRIN
Kyowa Hakko Kirin Co., Ltd.

 **MEDIVATION**
Driven by science. Focused on life.

 **MERCK**
Be well

 **MSD**

 **NOVARTIS**

 **Pfizer**

 **Roche**

SANOFI PASTEUR 

Santen

 **Shire**

 **SUNOVION**

 **TEVA**
TEVA PHARMACEUTICAL INDUSTRIES LTD.

 **TG Therapeutics**

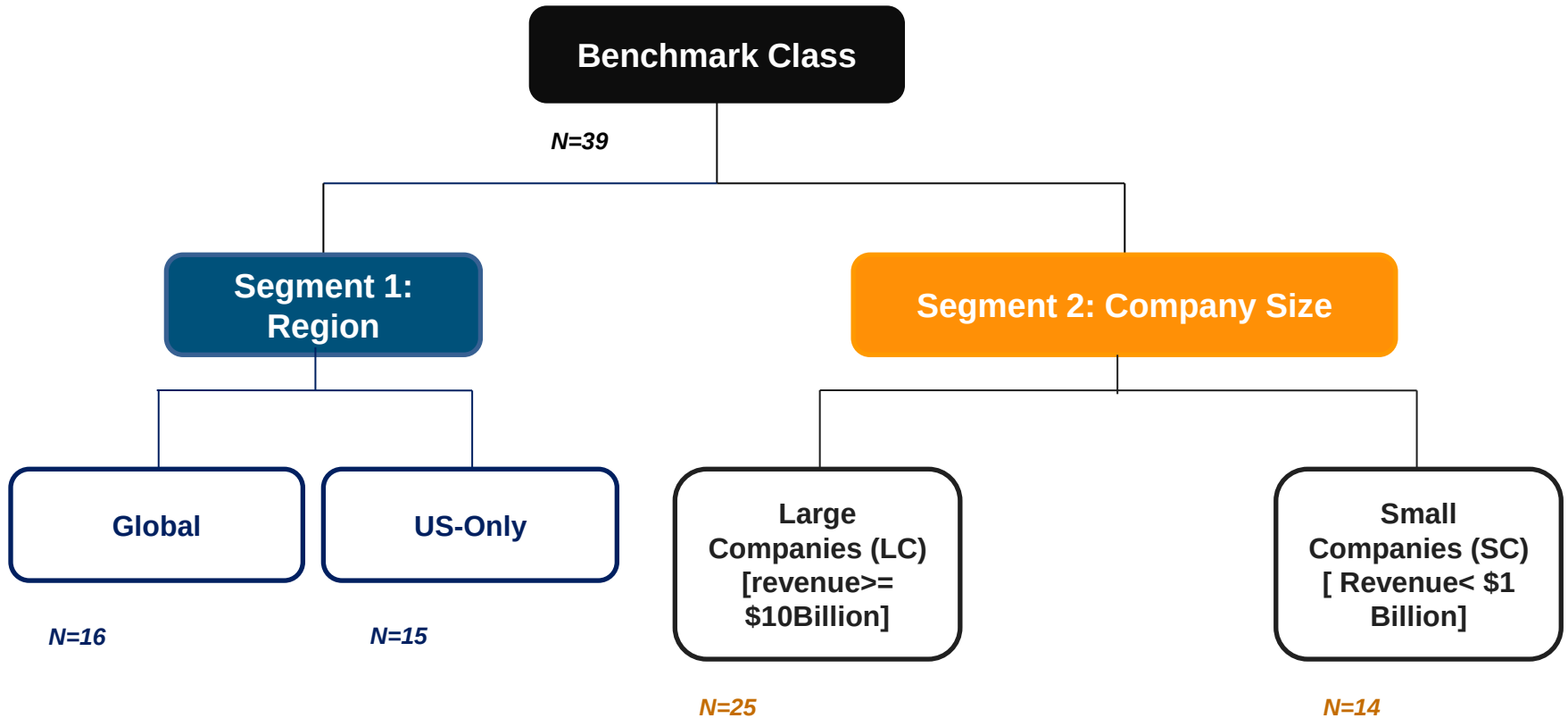

Theravance

 **Tocagen**

 **ucb**

 **Vifor Pharma**

Study Analyzes Two Main Segments



*Please note: Additional regions were selected; however, there were not enough responses to form segments for those areas.

Key Recommendations: Medical Affairs Can Build Stronger Relationships with Patients through Four Critical Elements

Critical Elements of Strong Patient Engagement



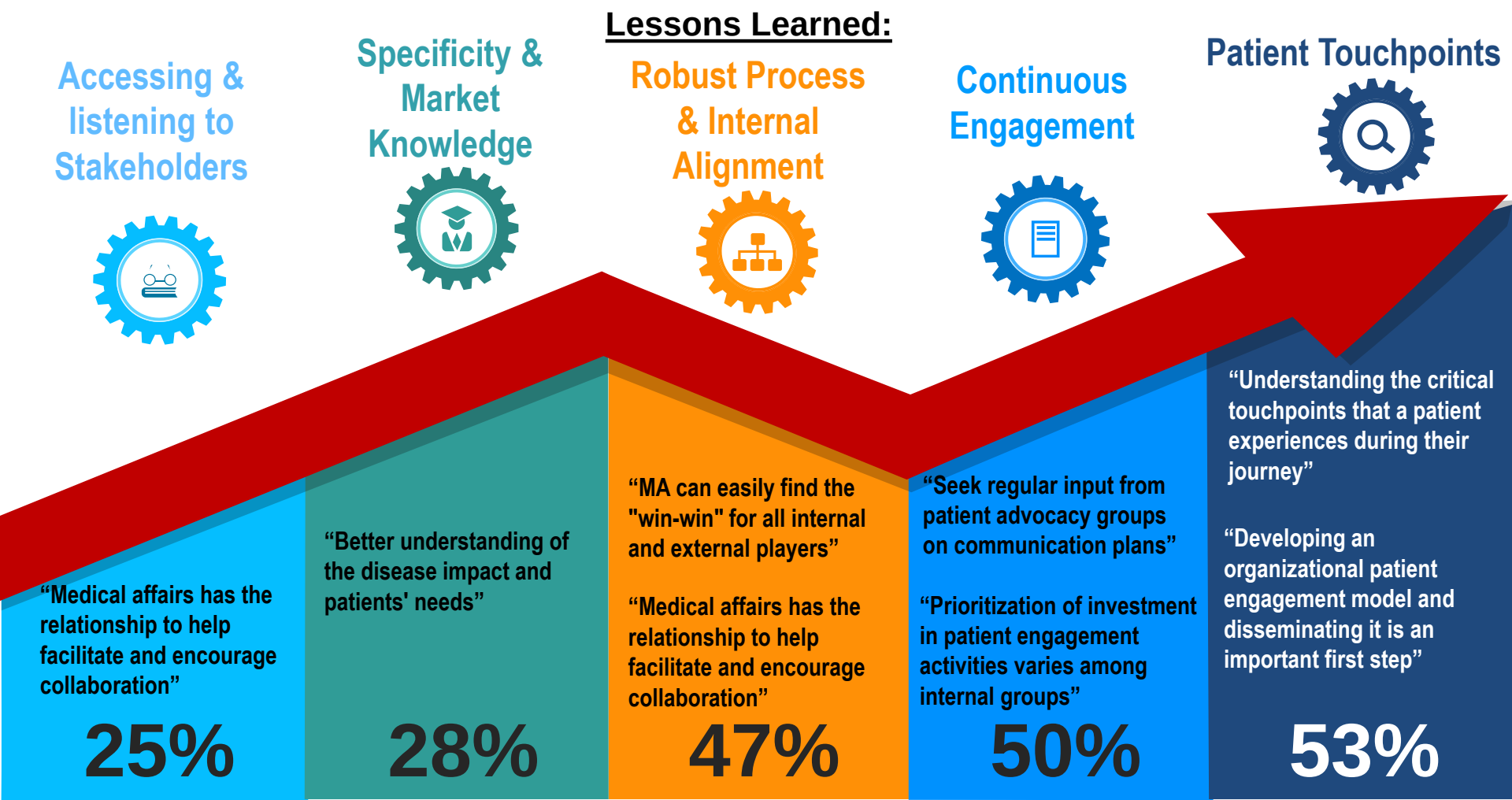
Key Findings:

	Lead/Co-Lead	No Involvement	Importance
Health Outcomes	Medical Affairs primarily leads/co-leads all Outcomes activities.	Majority of medical affairs groups are involved in all patient health outcomes activities. (less than 10% have no involvement in select areas)	Medical Affairs finds all patient health outcomes activities to be important.
Patient Advocacy	Medical affairs has minimal involvement in all activities, excluding generating data to understand patient needs.	Medical Affairs groups primarily have no involvement in developing co-pay programs.	Generating data is seen as the most important patient advocacy activity. All other activities are seen as somewhat important.
Patient Education	For all activities other than generating data, Medical Affairs does not hold leading role in patient engagement activities.	Medical Affairs groups primarily have no involvement in developing co-pay programs.	Generating data is seen as the most important patient education activity. All other activities are seen as somewhat important.
Patient Medication Adherence	Other than generating data, majority of Medical Affairs groups only support or have no involvement in these activities.	Medical Affairs groups primarily have no involvement in developing co-pay programs.	Generating data and digital health initiatives are seen as the most important patient medication adherence activities. All other activities are seen as significantly less important.

Lessons Learned in Resource Allocation

The most mentioned lessons learned are: patient touchpoints, continuous engagement and robust process & internal alignment.

20) Provide three critical lessons learned about allocating your medical affairs investment to the highest impact areas across the patient journey.



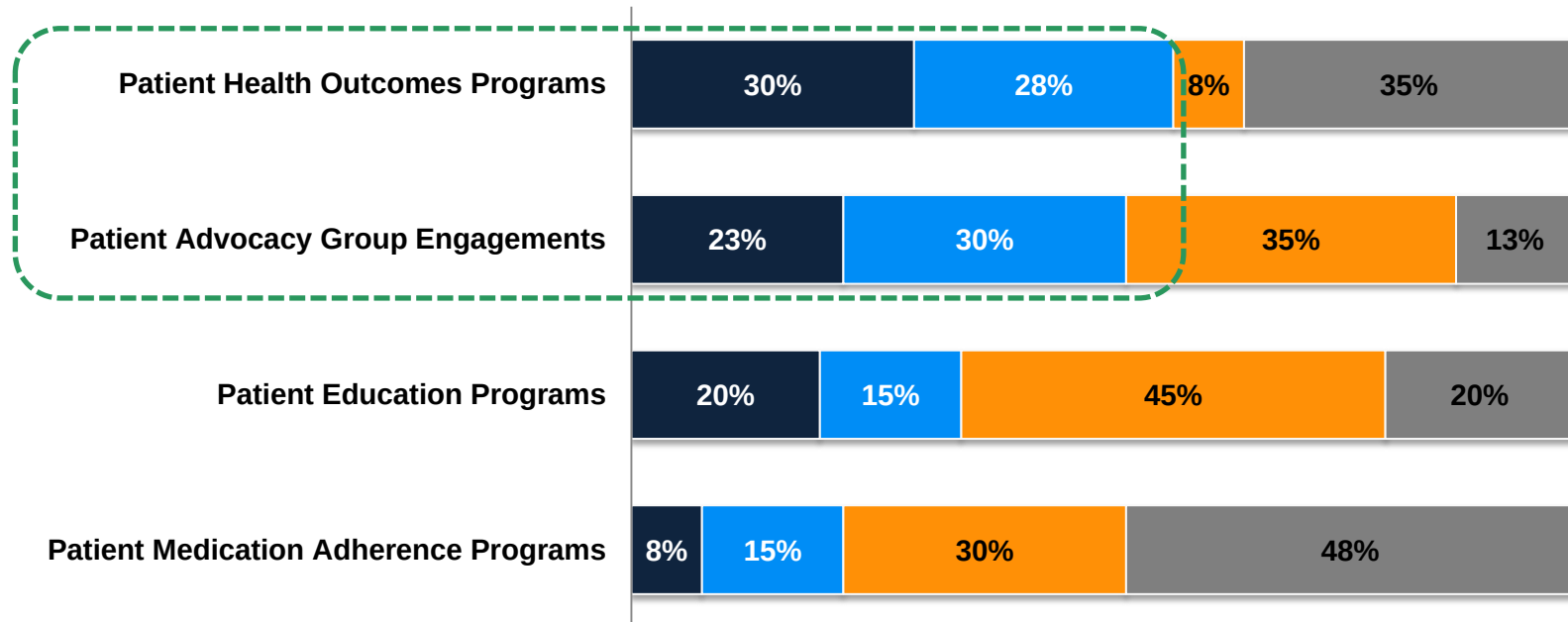
Medical Affairs Takes the Lead More Often with Patient Health Outcomes and Advocacy Engagements

A majority of the Medical Affairs groups either lead or co-lead patient health outcomes programs and patient advocacy group engagements. However, almost half of the benchmark class has no involvement in patient medication adherence programs.

5) What is your Medical Affairs' organization's role with the following patient engagement programs?

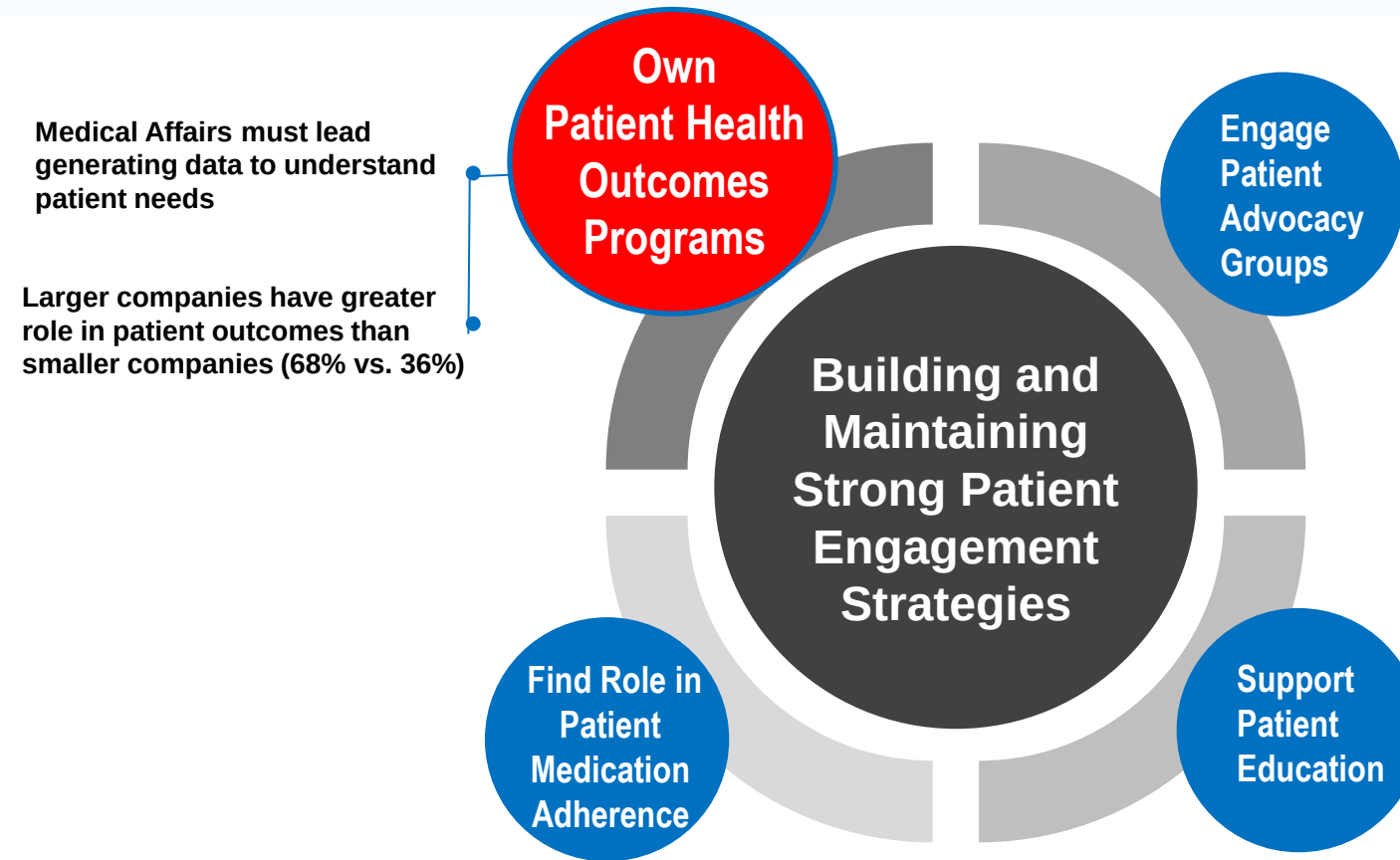
Medical Affairs' Role:

■ Lead ■ Co-Lead ■ Support ■ No Involvement



Medical Affairs Should Own Activities Within Patient Health Outcomes Programs

Critical Elements of Strong Patient Engagement



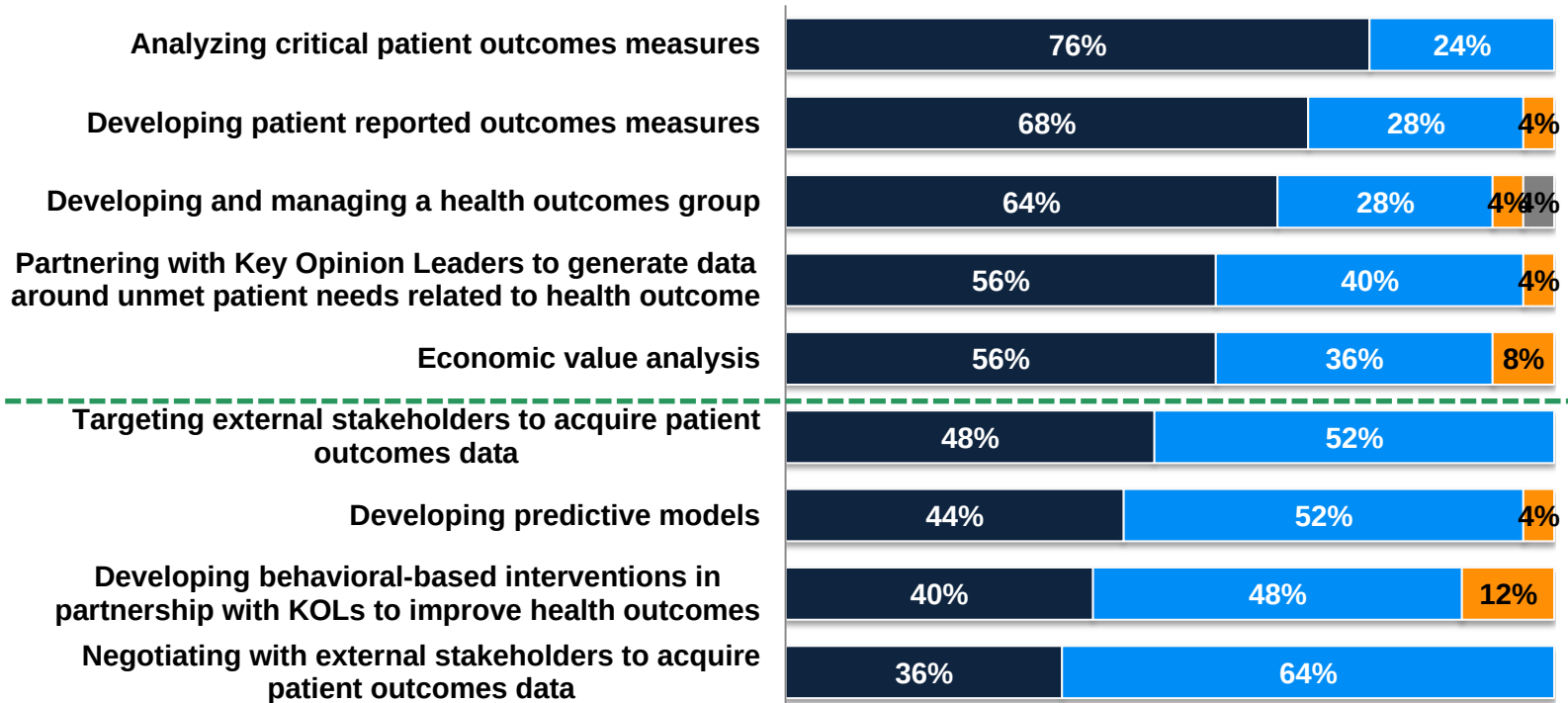
Health Outcomes Activities Rated as Highly Important at Majority of Companies

Medical Affairs finds all of these activities to be important; however, the most important ones include gathering and analyzing patient outcomes data, developing an outcomes group to carry out these tasks, and evaluating the economic value.

13) How important are each of the following activities in building a successful Patient Health Outcomes program within your Medical Affairs group?

Patient Health Outcomes Importance:

■ Highly Important ■ Important ■ Moderately Important ■ Not Important



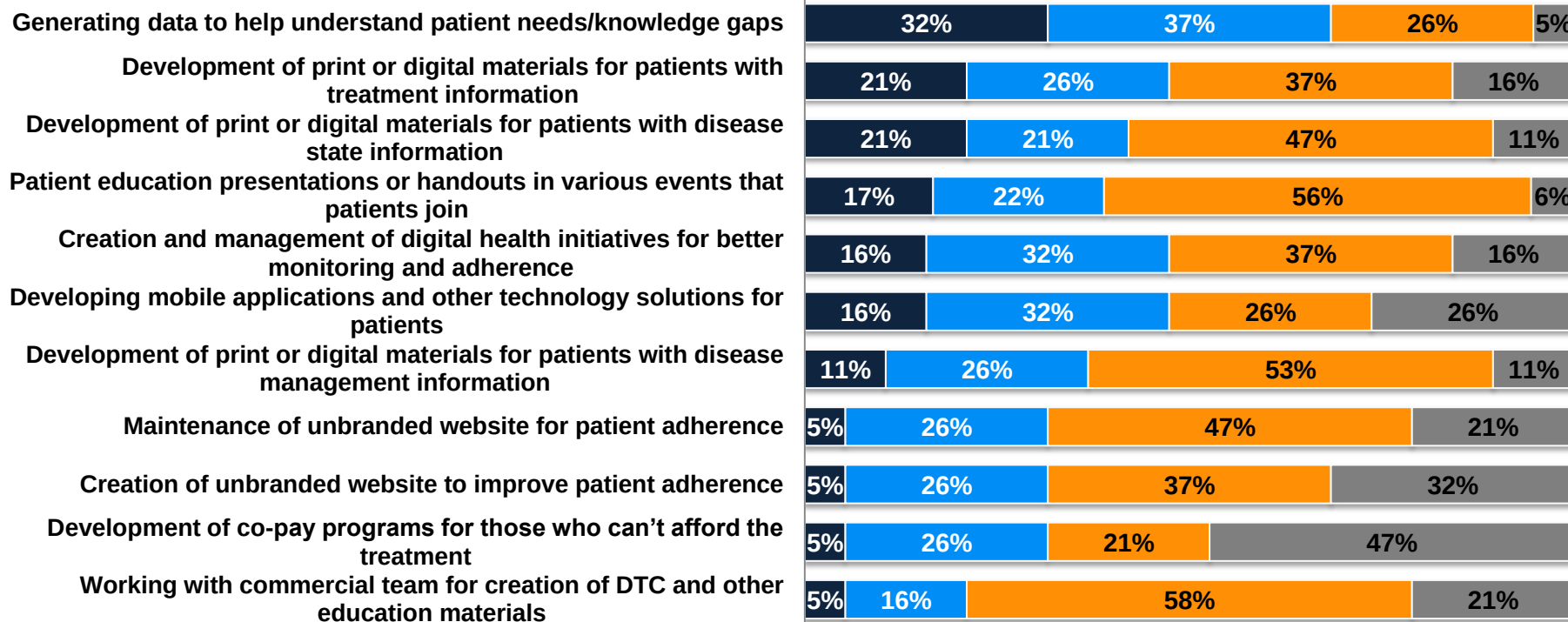
Medical Affairs Primarily Supports Patient Medication Adherence Activities

Working with commercial teams and creating unbranded websites have lower involvement and importance.

10) What is your Medical Affairs organization's role with the following Patient Medication Adherence activities?

Patient Medication Adherence Activities:

■ Lead ■ Co-Lead ■ Support ■ No Involvement



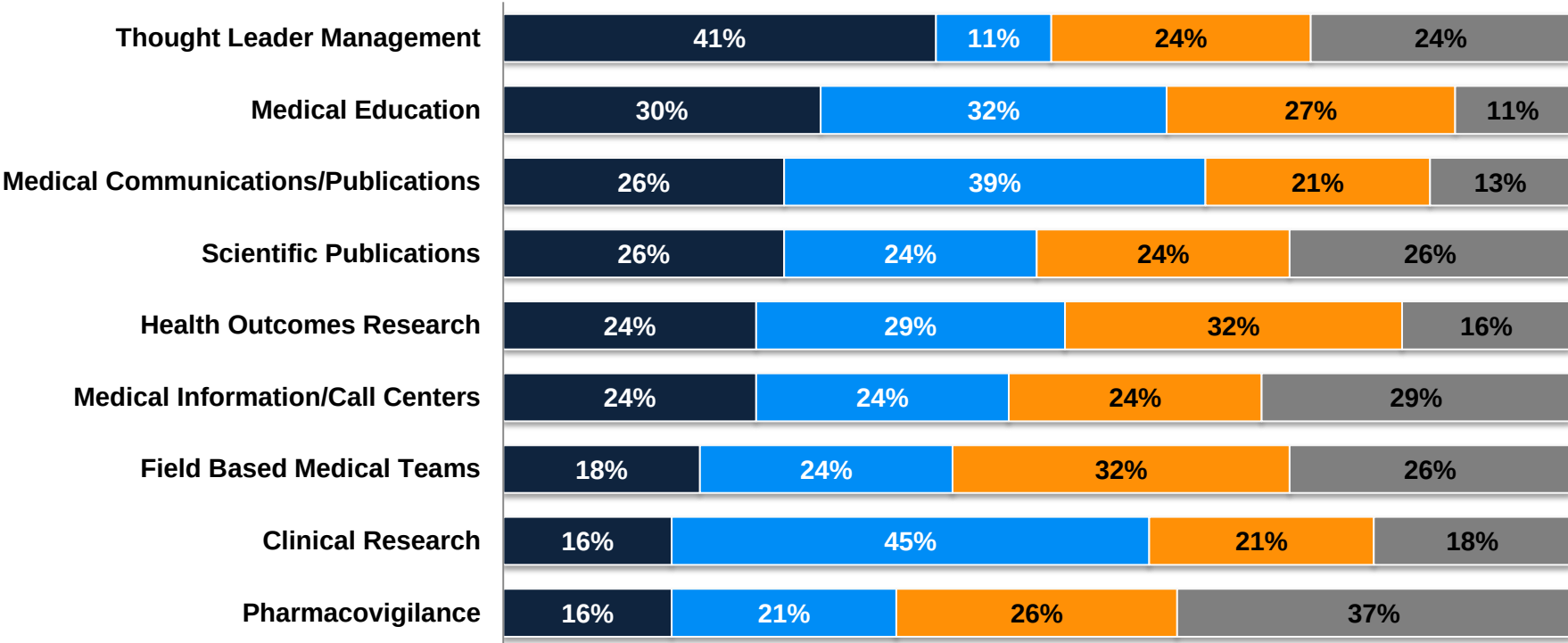
Thought Leader Management is Highly Involved in Patient Engagement

The top three medical affairs areas that are highly involved in patient engagement activities are: *thought leader management* (41%), *medical education* (30%) and *medical communications & scientific publications* (26%). In addition, medical affairs is more likely to be involved in *clinical research*; however they are not highly involved.

14) How involved is each specific part of your Medical Affairs organization in patient engagement activities?

Medical Affairs Group Collaboration:

■ Highly Involved ■ Involved ■ Moderately Involved ■ Not Involved



N=19

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**