

Strategies for Developing Strong Field-Based Medical Teams in Cardiovascular and Diabetes



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Universe of Learning: 14 Participants from 12 Companies Focused on Cardiovascular and Diabetes

This study engaged 14 leaders with direct experience working in Medical Affairs within Cardiovascular and Metabolic therapeutic areas. Participants represent 12 companies, with about 85% of participants at a senior director level or higher.

Benchmark Class:

The logo for Abbvie, featuring the word "abbvie" in a lowercase, blue, sans-serif font.

SANOFI



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Key Findings

Sample key findings and insights uncovered from this study:

- **Value vs. Time Spent on Activities:** There are areas that MSL and HOL teams should consider spending more time on because of the associated high value.
- HOL teams have the opportunity to increase time allocation on KOL management and congress support/attendance: While 60% of participants find these activities very valuable, HOLs spend 5hrs. / week on KOL management and 2 hrs. / week on congress support/attendance.
- **Training Areas and Standardization:**
 - Training most frequently conducted for field-based medical teams are:
 - New product and scientific training
 - Launch tactics & strategy training
 - While majority of the participants use standardized training for their field-based medical teams, they prefer to customize certain parts of their training programs.

Three customized areas are:
 1. Scientific information
 2. Therapeutic area of focus
 3. Compliance

MSLs Tend to Spend More Time than Expected on Congress Support, Pharmacoeconomic Data Presentation, Sales Training Support & Admin Work

MSLs in Cardio/Diabetes spend about 25 hours on scientific interactions, KOL management and admin work.

Q8. How many hours do your MSLs spend on the following activities per week? (Please provide the information in numerical values: e.g.: 0.3, 4, 3.7.)

Time Allocation: MSLs

<i>N=11</i>	Actual Hours: MSLs	Expected Hours: MSLs	TBC % Difference Actual to Expected
Scientific Interactions	13.2	13.7	-4%
KOL Management	6.7	6.9	-2%
Administrative and Reporting work	5.2	4.7	10%
Gather competitive intelligence from physicians	2.5	2.5	-2%
Coordinate IIT processes	1.9	2.0	-6%
Present pharmacoeconomic data for managed care and formulary decisions	2.2	1.7	30%
Assist with sales force training prior to launches	2.0	1.5	30%
Speaker Training/ Development	1.3	1.4	-2%
Congress Support/ Attendance	1.8	1.3	38%

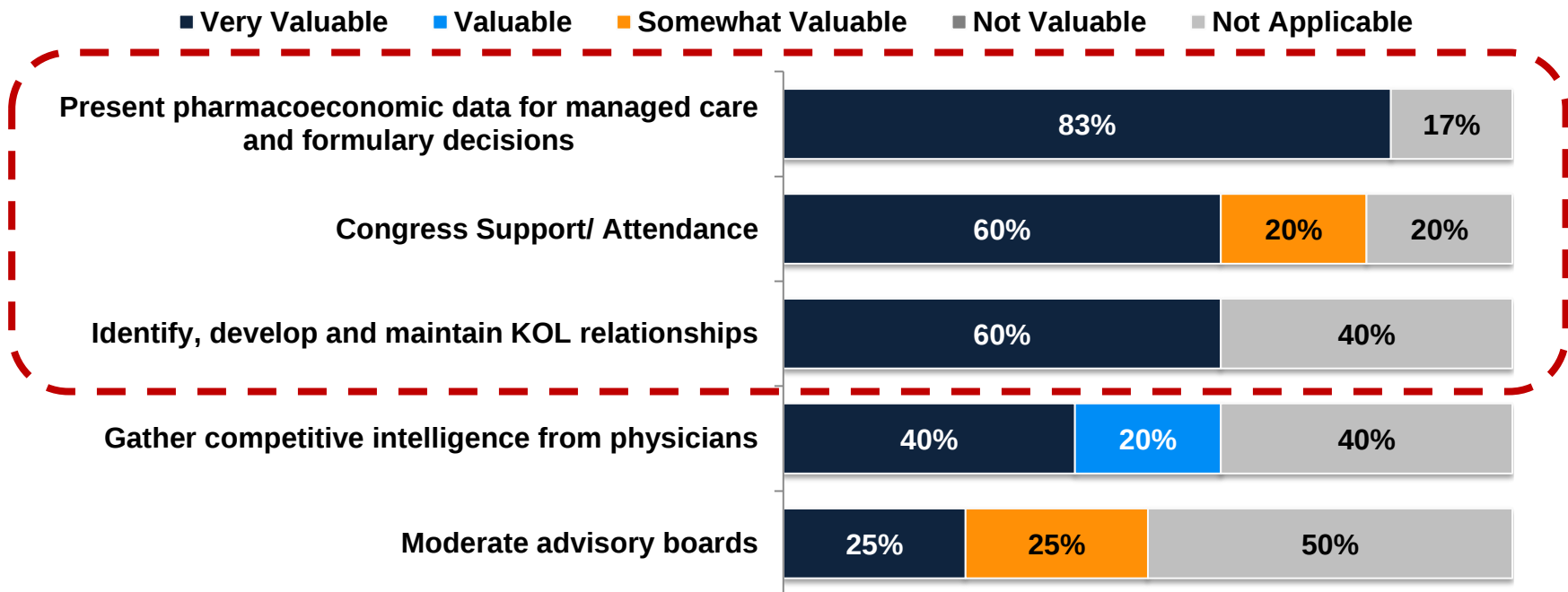
Note: % Difference= (Actual Hours- Expected hours)/ Expected hours

HOLs Present the Highest Value in Interacting with Managed Care Decision Makers

A majority of benchmark partners find great HOL value in presentation of pharmacoeconomic data for formulary decisions, congress support and KOL relationship management. Gathering competitive intelligence from physicians is also perceived to be a valuable HOL responsibility.

10) How would you rate the value associated with the following Field-Based Medical Team responsibilities?

Value: HOLs

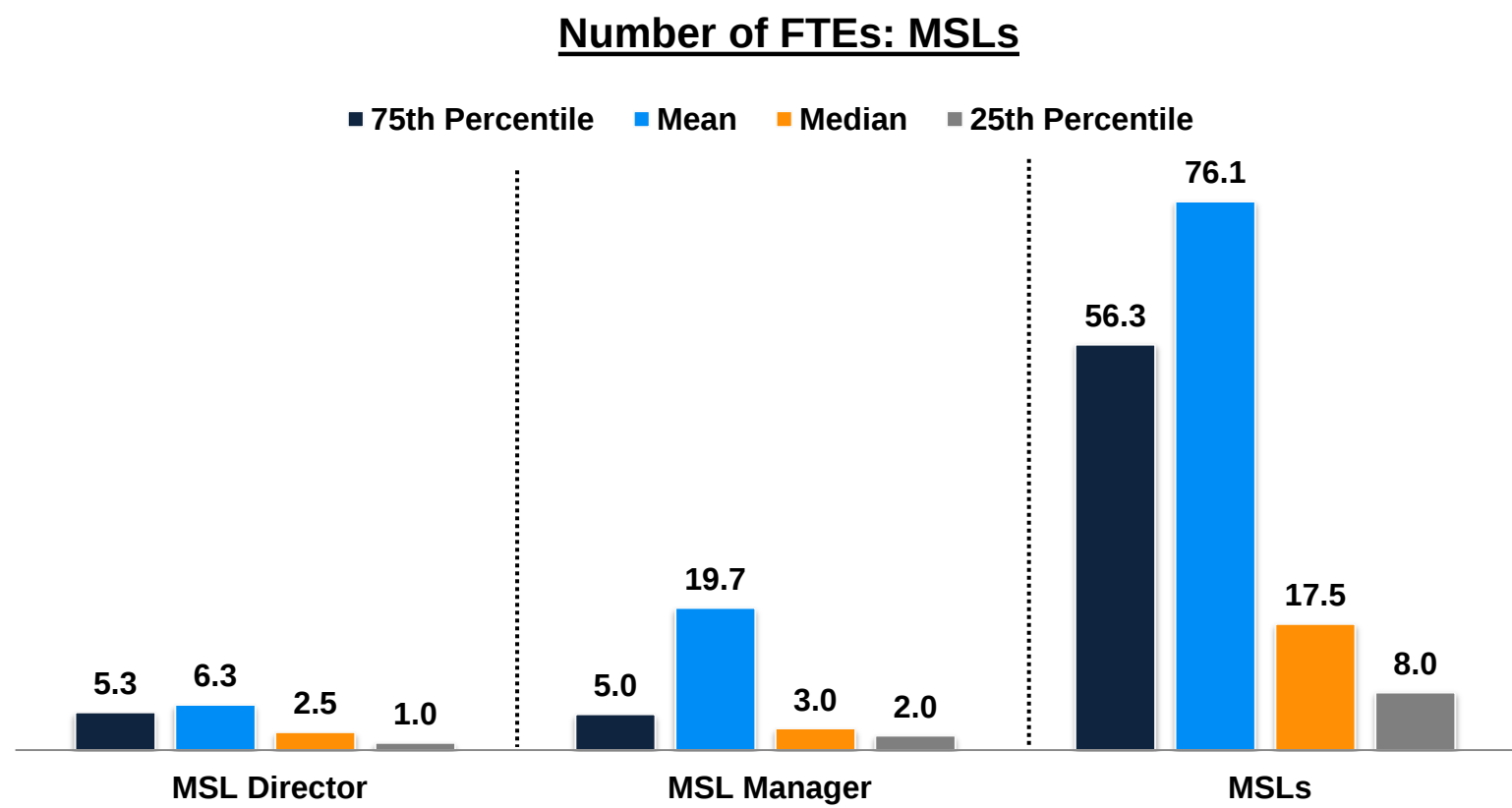


N=4-6

On Average, Benchmark Class Allots One Manager for Every Four MSLs

On average, participating companies have 76.1 MSLs in their field-based medical teams.

8) Please provide the number of FTEs in your field-based medical team organization for each of the following employees.



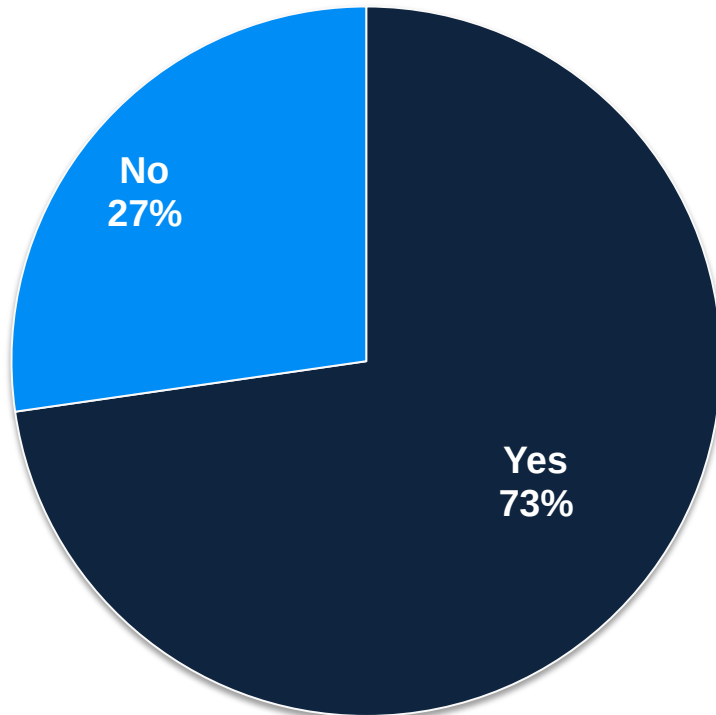
N=10-12

Training Managers Should Consider Regional Differences When Designing Training Programs

Only 27% of the participants adjust their training programs according to different regions. More than 90% of the participants customize their training programs according to scientific information and therapeutic area focus.

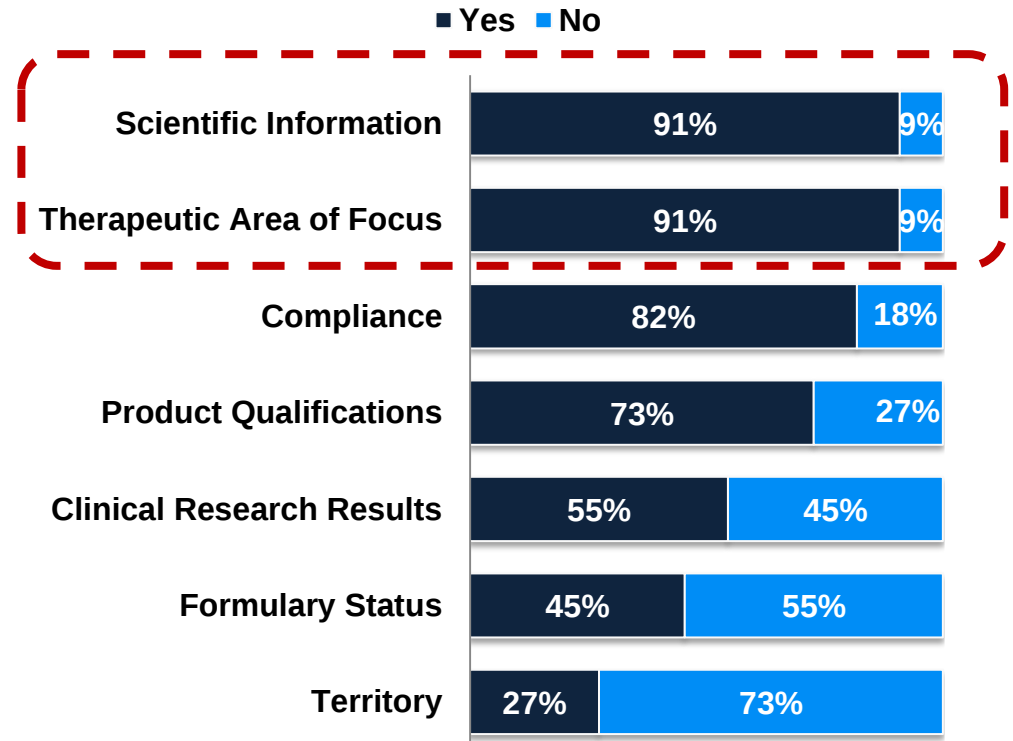
- 16) Do you use a form of standardized training for all FBMF members regardless of region or therapeutic areas?
17) Do you provide customized training for any of the following factors?

Training Standardization Vs Customization:



N=11

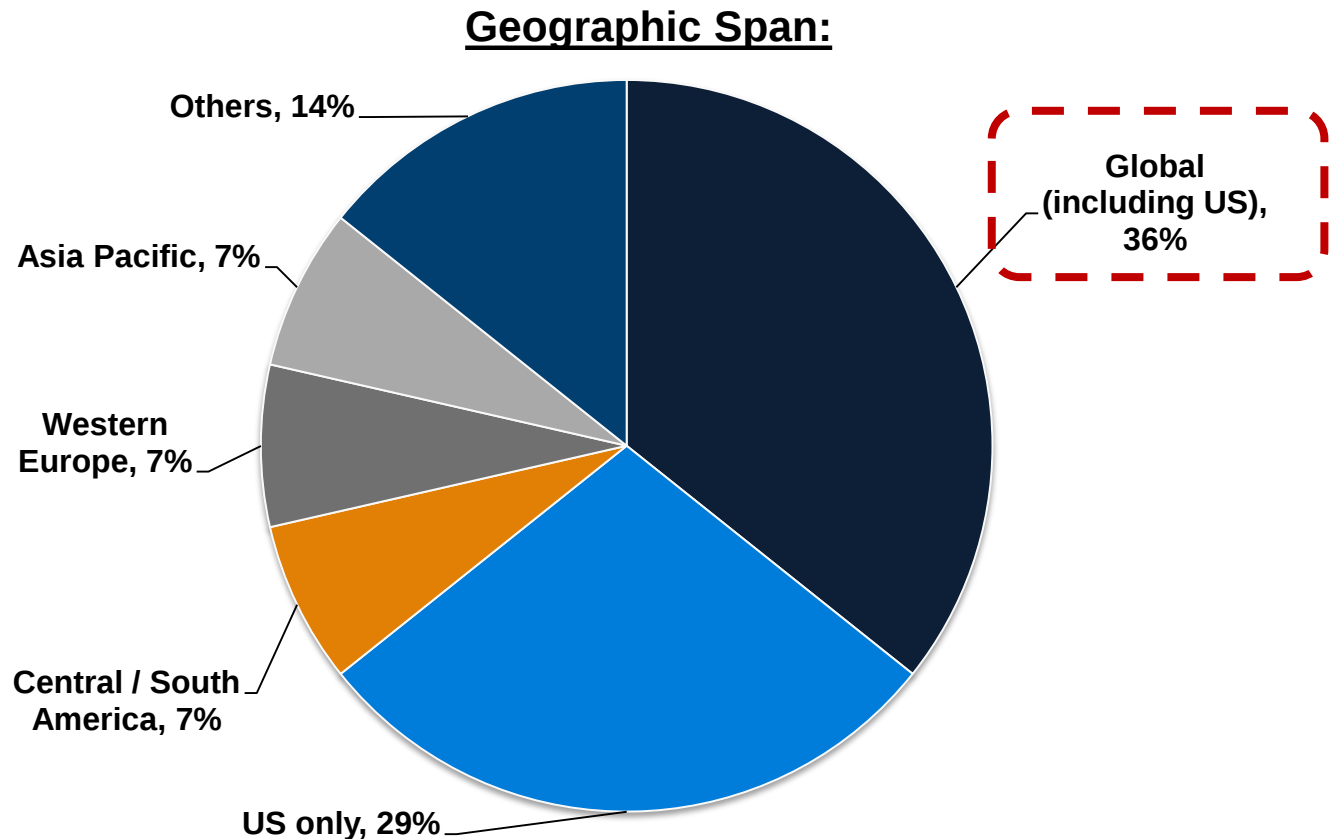
% respondents



Majority of the Participants Have Global Focus Including US

Sixty-five percent of the participating executives have responsibilities in the US market.

2) Please select the geographic area that you are answering the survey for. If you prefer to answer the survey for another geographic area as well, please feel free to take it again.



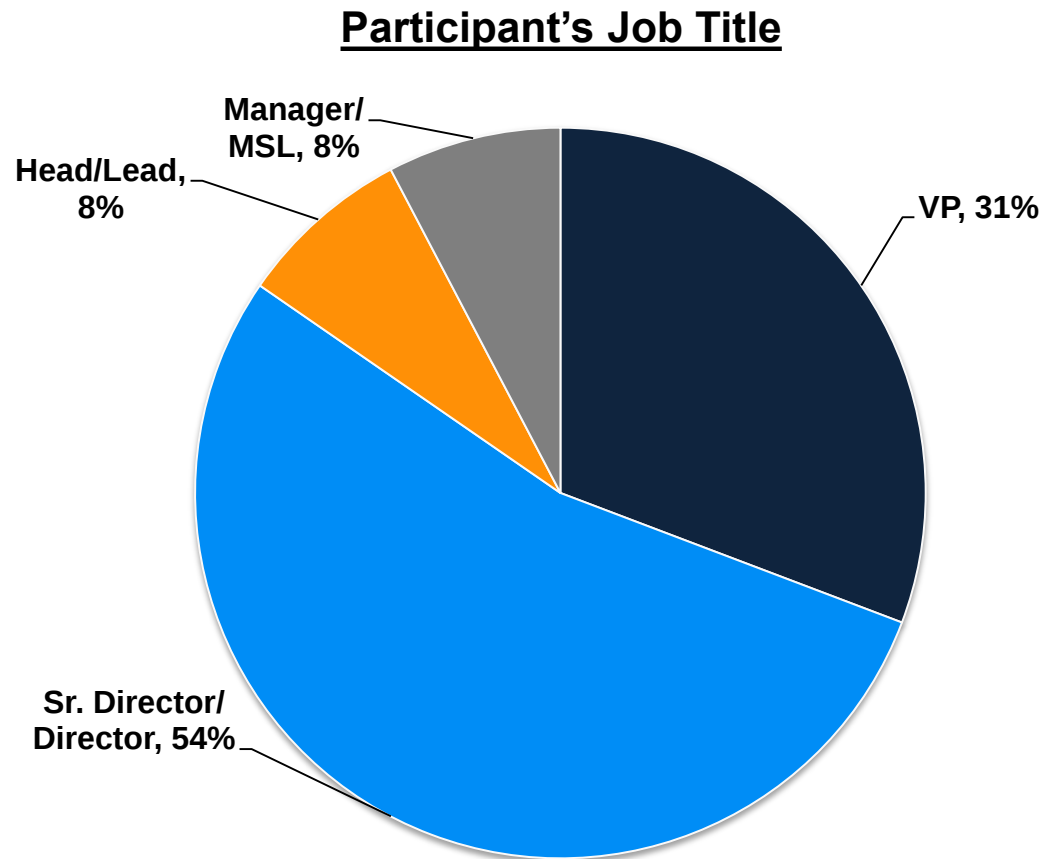
N=14

% respondents

Majority of Participants are Director and Above

Eighty-five percent of the participant titles are above manager level.

1) Please provide the following information, which will be used for classification purposes and to ensure that you receive a copy of the study deliverable.



N=13

% respondents

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