

Building an Elite Medical Excellence Group

Best Practices LLC's Strategic Benchmarking
Research & Analysis



Issue	Sample Key Findings
BUSINESS ISSUE: The growth in the breadth and depth of Medical Affairs has created the need for specialized Medical Excellence groups, especially as tools and technologies have transformed the engagement model and unlocked new opportunity areas. Numerous key improvements such as standardization, alignment, efficiency, coordination, upskilling, and value measurement can all be lifted by a high-performing Medical Excellence group, but what are the activities and operational benchmarks that successful Med X organizations leverage? METHODOLOGY: This benchmark field analysis engaged 57 leaders from 42 companies to examine their success in leveraging their Medical Excellence groups to raise efficiency and impact across their Medical organization.	➤ Med X groups have grown rapidly: Most companies (58%) have implemented a Med X group regardless of size, but large organizations are much more likely to have implemented one (81%). ➤ Key Medical Excellence goals include enhancing engagement and driving digital transformation: Medical Excellence groups help Medical Affairs evolve through both tactical and strategic phases of transformation. In their infancy, Medical Excellence teams build relationships across the organization to help improve efficiency by standardizing processes, content, tools, systems, data capture and reporting. Mature Medical Excellence teams can aid in the strategic transformation of Medical Affairs by contributing to a long-term road map, which may include new capabilities, up-skilling personnel, linking data sets, building omnichannel engagement, and driving cross-functional initiatives. ➤ Top groups served include Field Medical and Training: The most common internal teams supported by Medical Excellence include Field Medical (served by 88% of surveyed Medical Excellence groups), Training (82%), Strategy (67%), Med Ops (67%) and Thought Leader Management (58%).





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Medical Excellence Study Participants: This study distills insights into Medical Excellence from 57 medical leaders at 42 companies

Benchmark Study Partners

Large Companies

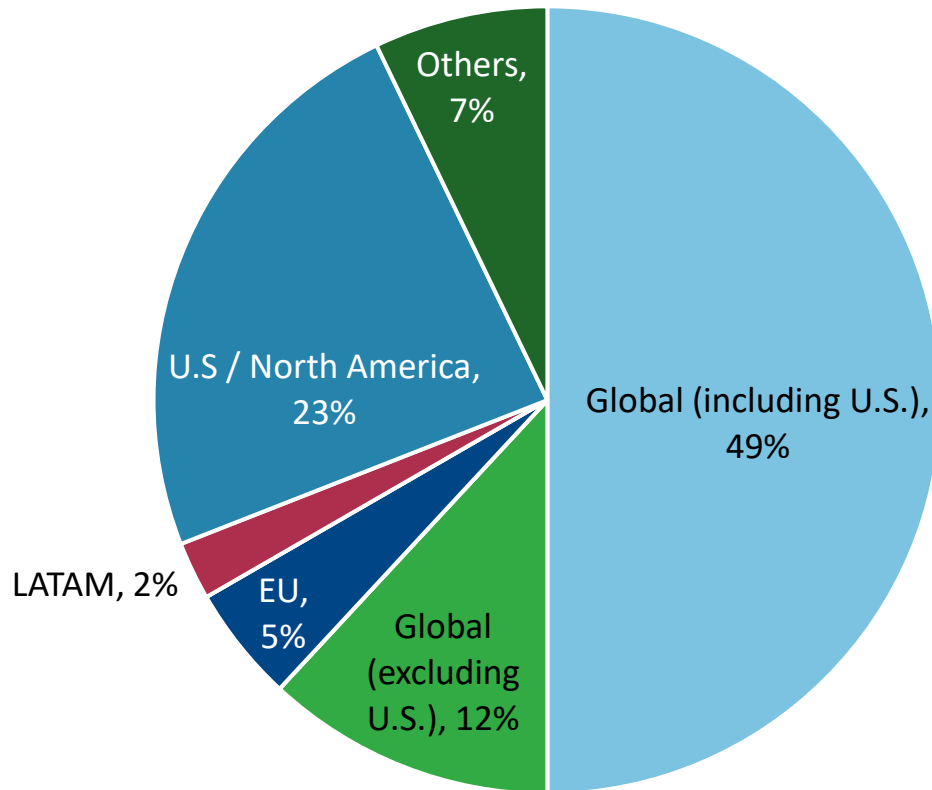


Small and Mid-size Companies



The study features rich input from Global teams, US teams and other regions

Geographic Areas (Total Benchmark Class)

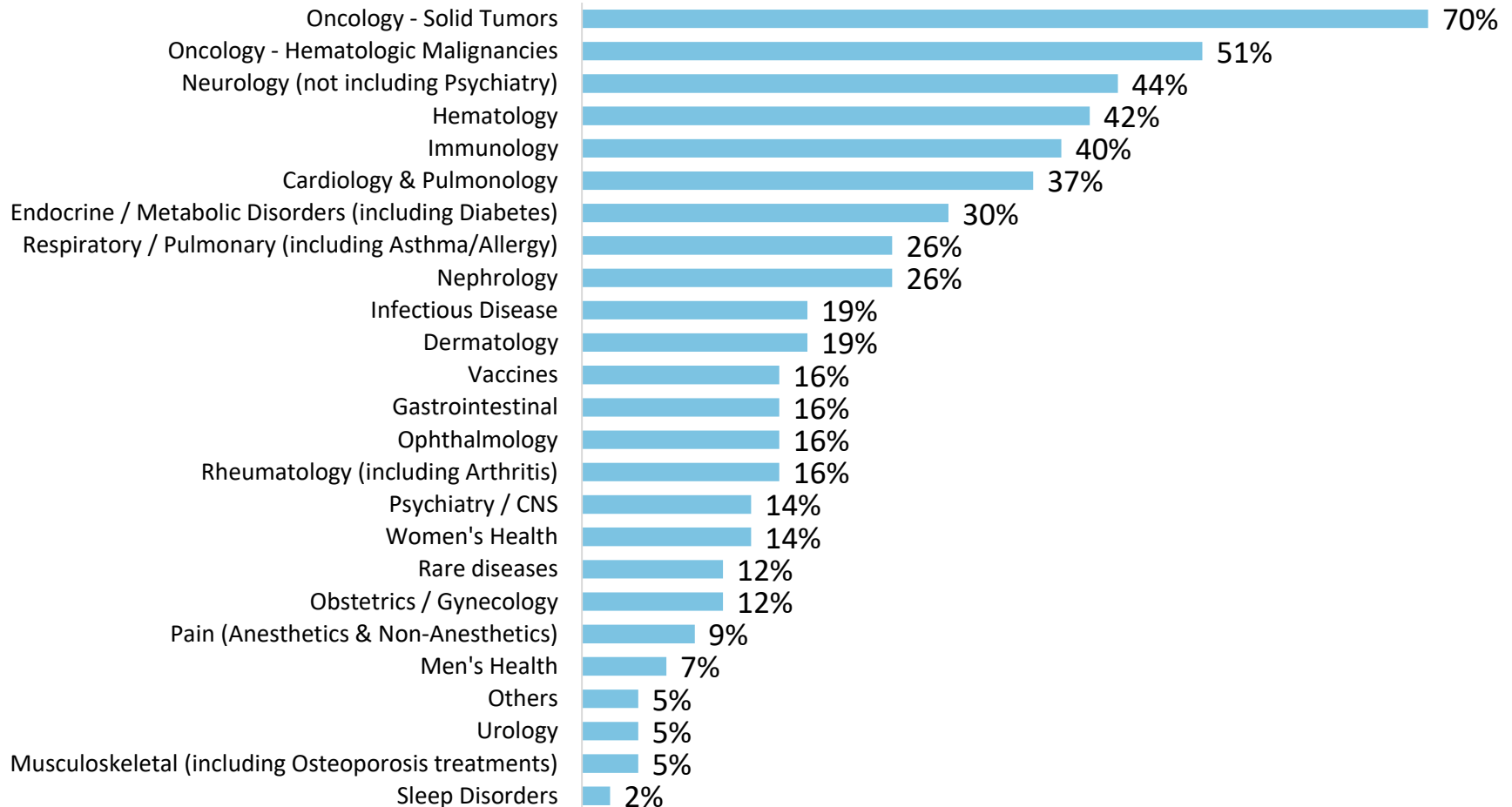


N=43

Q) Which geographic areas will you be answering for today? Please choose all that apply

Therapeutic areas represented include oncology, neurology and many others

Therapeutic Areas (Total Benchmark Class)



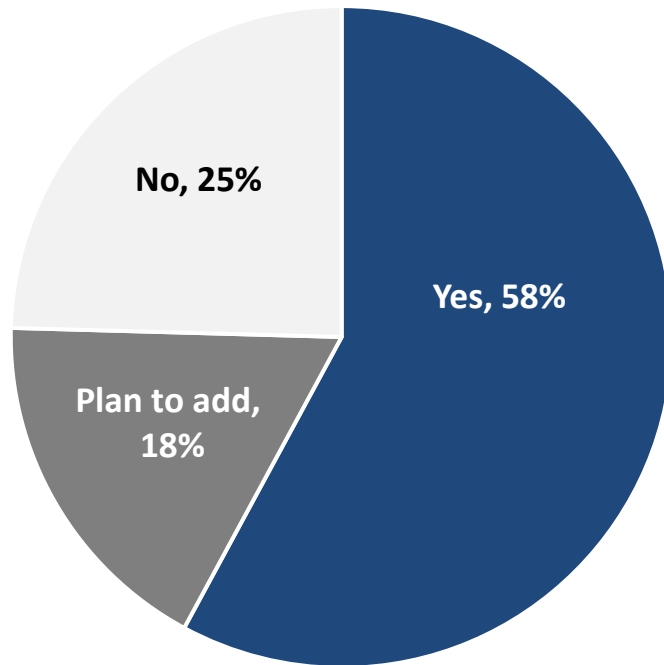
N=43

Q) Therapeutic Area: Which areas will you be answering for today? Please choose all that apply.

Med X snapshot:

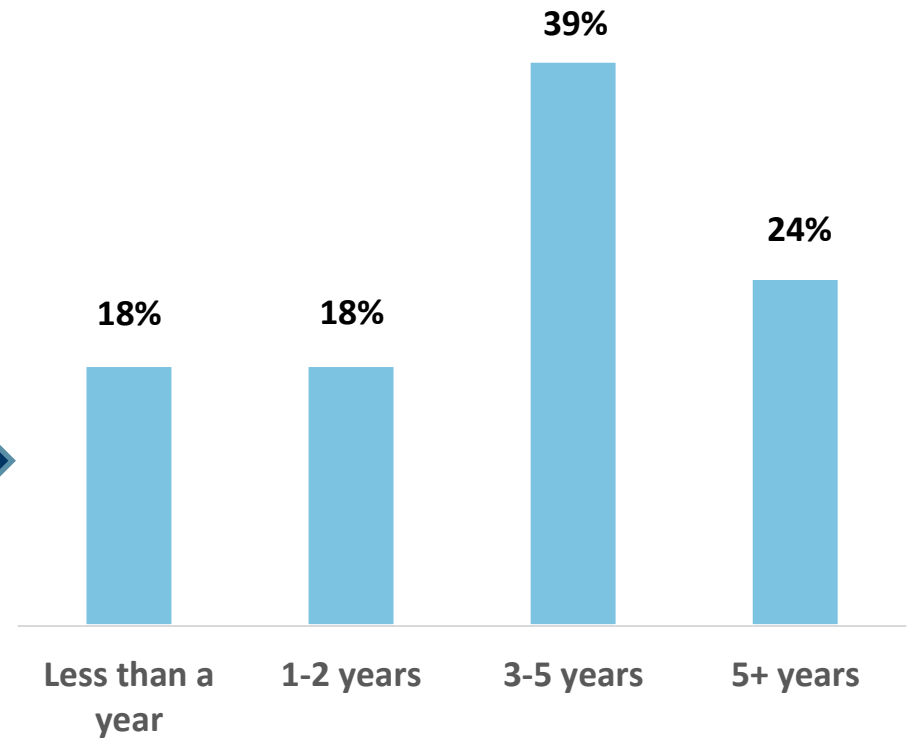
Medical excellence teams have taken root across the industry

Do you have a Med X group?



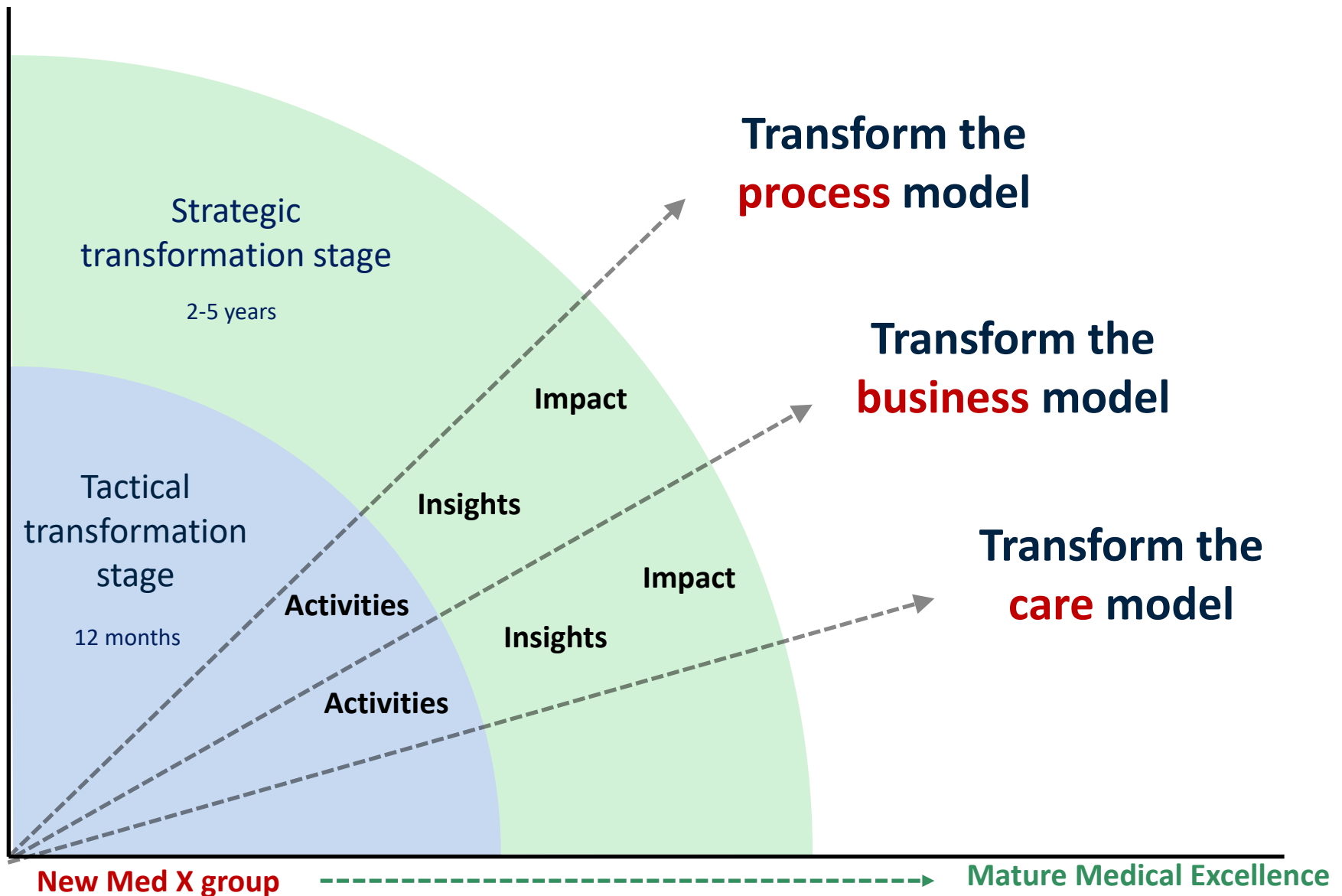
N=57

How old is your Med X group?

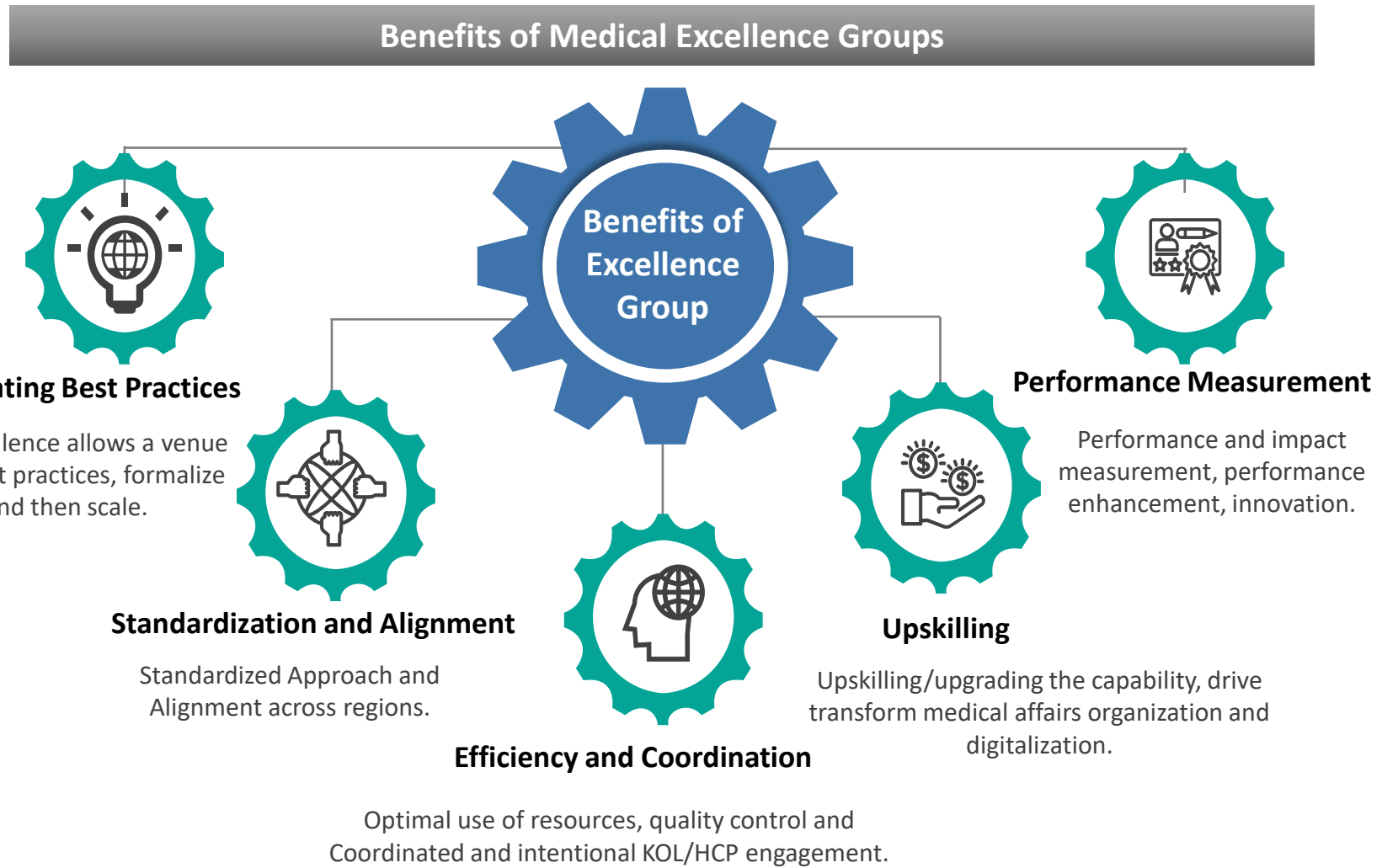


N=33

Seeing the Forest through the Trees: Medical Excellence can help lead process, business and care transformation

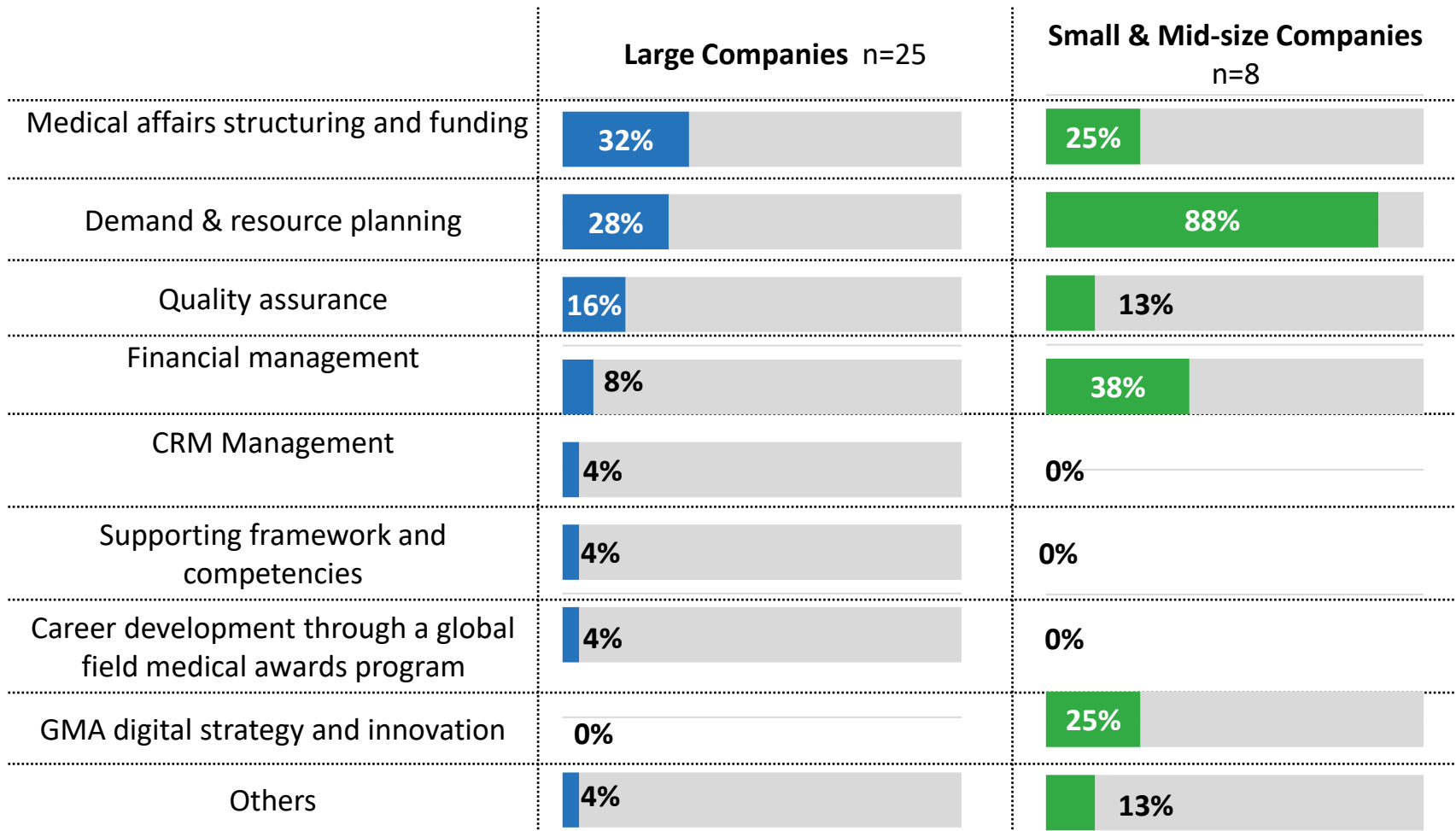


Standardization and optimal utilization of resources are reported benefits of having an Excellence group



Demand and resource planning is a key Excellence task at most of the small/mid-size companies – less so at large organizations

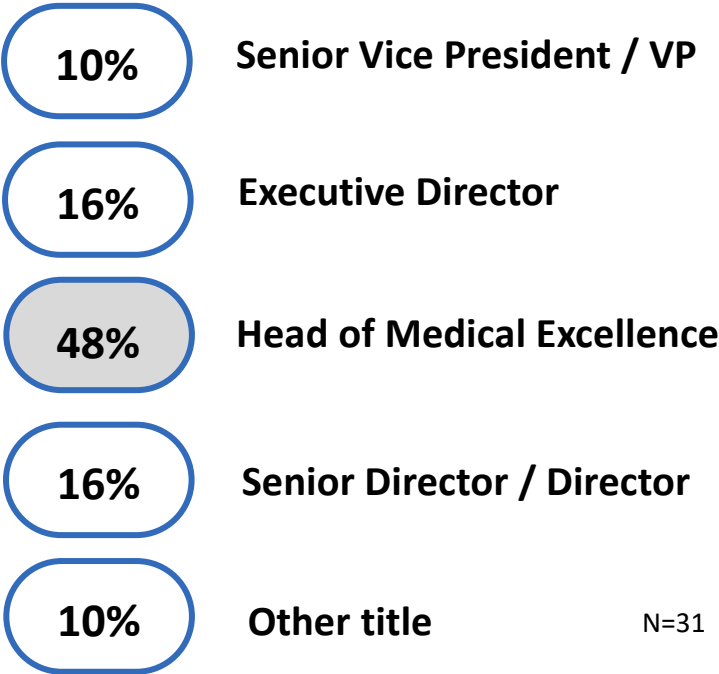
Excellence Actions: Budgeting, Quality & Safety



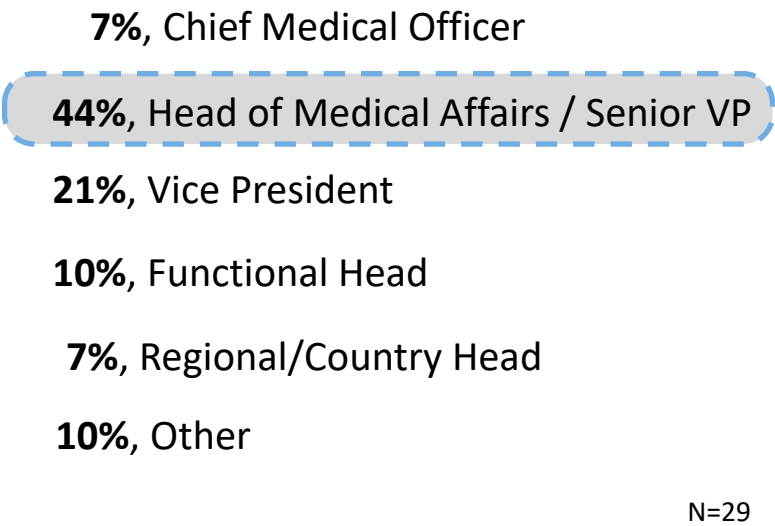
Q) Excellence Actions: Which of the following activities are supported by the Excellence group at your organization?

The Excellence group is typically led at the Executive Director level, who reports into Head / SVP of Medical Affairs

Job title of Med X leader?

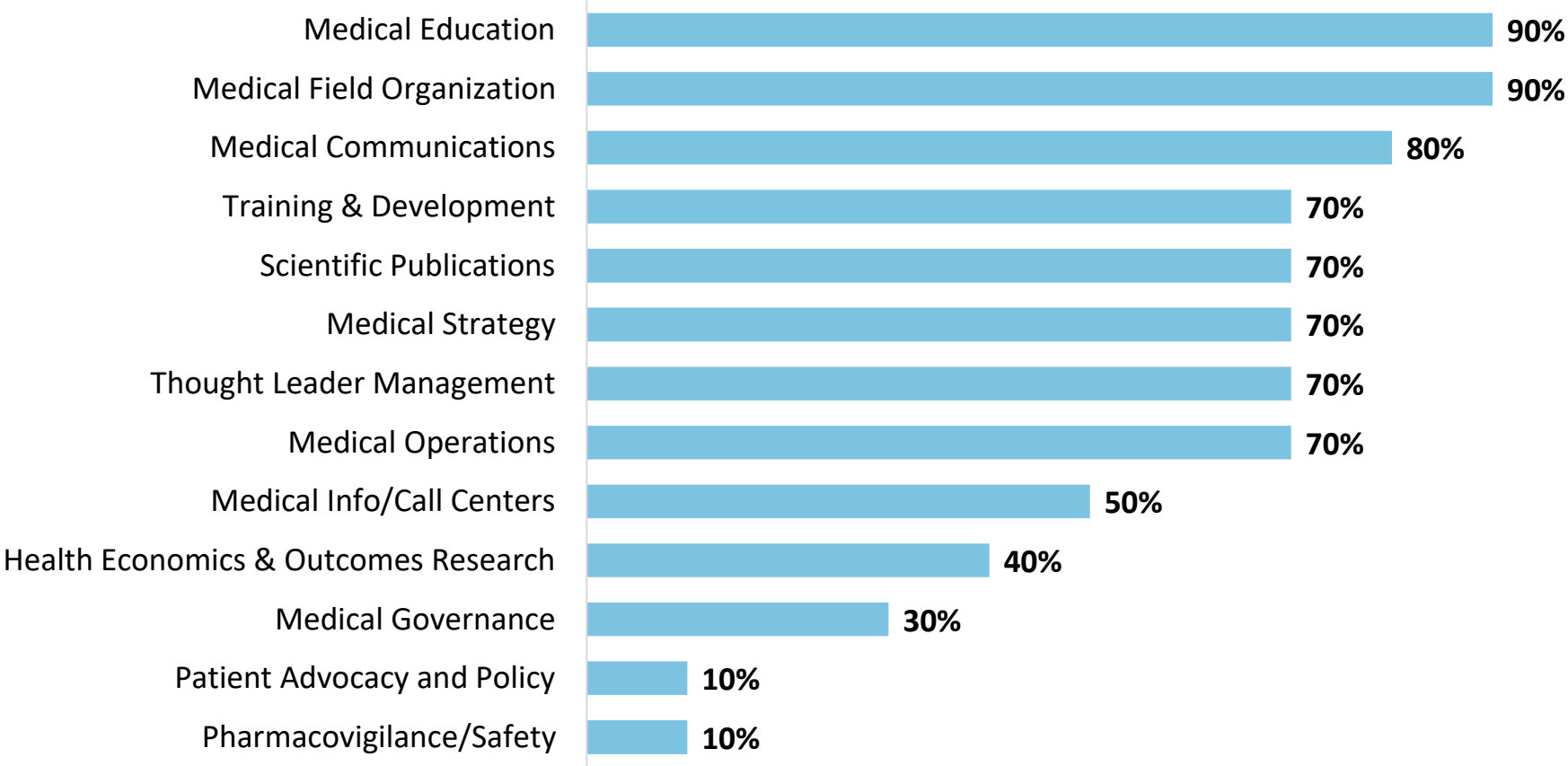


To whom does the Med X leader report?



Medical Education and Field Medical are the groups most expected to be supported by Medical Excellence

Proposed Groups Supported (Total Benchmark Class)



N=10

Q) Group Supported: Which Medical Affairs groups do you plan to support with the Excellence? (Please select all that apply)



Our company is an internationally recognized thought leader in the field of best practice benchmarking®. We provide research, consulting, benchmark database, publishing and advisory services to the biopharmaceutical and medical device sectors. We work closely with business intelligence groups. Our work is 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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