

Building More Effective Medical Affairs Product Launch Teams – Oncology Segment



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1	Executive Summary-----	Pg. 4
2	Section I: Launch Excellence and Medical’s Role & Activity Effectiveness-----	Pg. 6-12
3	Section II: Ensuring Cross-functional Alignment and Collaboration-----	Pg. 13-15
4	Section III: Adopting to Ongoing Changes in Medical Landscape-----	Pg. 16-20
5	Section IV: Launch Timeline, Preparedness Metrics and Resourcing-----	Pg. 21-26
6	Section V: Critical Success Factors and Major Pitfalls-----	Pg. 27-32
7	Section VI: Digital Influence on Launch Processes and Launch Tool Deployment-----	Pg. 33-41
8	Section VII: Participant Demographics-----	Pg. 42-43
9	Section VIII: Detailed Benchmark Study Data-----	Pg. 44-55
10	Section IX: About Best Practices, LLC-----	Pg. 56

TABLE OF CONTENTS

Objective

BUSINESS ISSUE: The last decade has seen Medical Affairs move from a support function to a strategic, central function in biopharma. Change has been constant with Medical becoming the hub for insight and intelligence for the company, taking the lead in shaping the evidence agenda, establishing excellence in external engagement and value communication. Additionally, the Covid-19 pandemic has triggered a tsunami of rapid digital technological adoptions for Medical Affairs.

This research explores Medical's role in product launch. The research probes digital tool utilization and launch tool deployment, roles and responsibilities, cross-functional alignment, and performance metrics. It further explores critical success factors for and major challenges to launch preparedness.

METHODOLOGY: Best Practices, LLC developed a benchmark protocol that examines overall Launch strategy and Medical's role within it. The study analysis engaged 27 executives from 20 leading life sciences companies. Medical Directors and VPs represent nearly four-fifths of the leaders who shared data and insights on Medical launch activities in this study.

Select Key Insights

Detailed findings are available in the full report.

- **Launch Activity Effectiveness:** In the Oncology segment, Medical Affairs plays a critical role in product launches, particularly in education and support functions. Educational activities are led by 86% of teams, with 78% rating them as effective. Organizational support is led by 53%, with 72% finding it effective. In contrast, Communication and Data Dissemination activities see less leadership (30%), with 67% rating them effective. Research is led by 52%, with 71% finding it effective. These insights highlight the need for stronger leadership in communication efforts to optimize launch success in Oncology.
- **Launch Tool Deployment:** Oncology participants typically kick off digital activities one phase later than when they should ideally start, according to their own standards. The widest gap occurs in actual HEOR engagement time vs. ideal.

Launch Study Participants: 27 Medical leaders at 20 companies informed the insights for this launch study and analysis

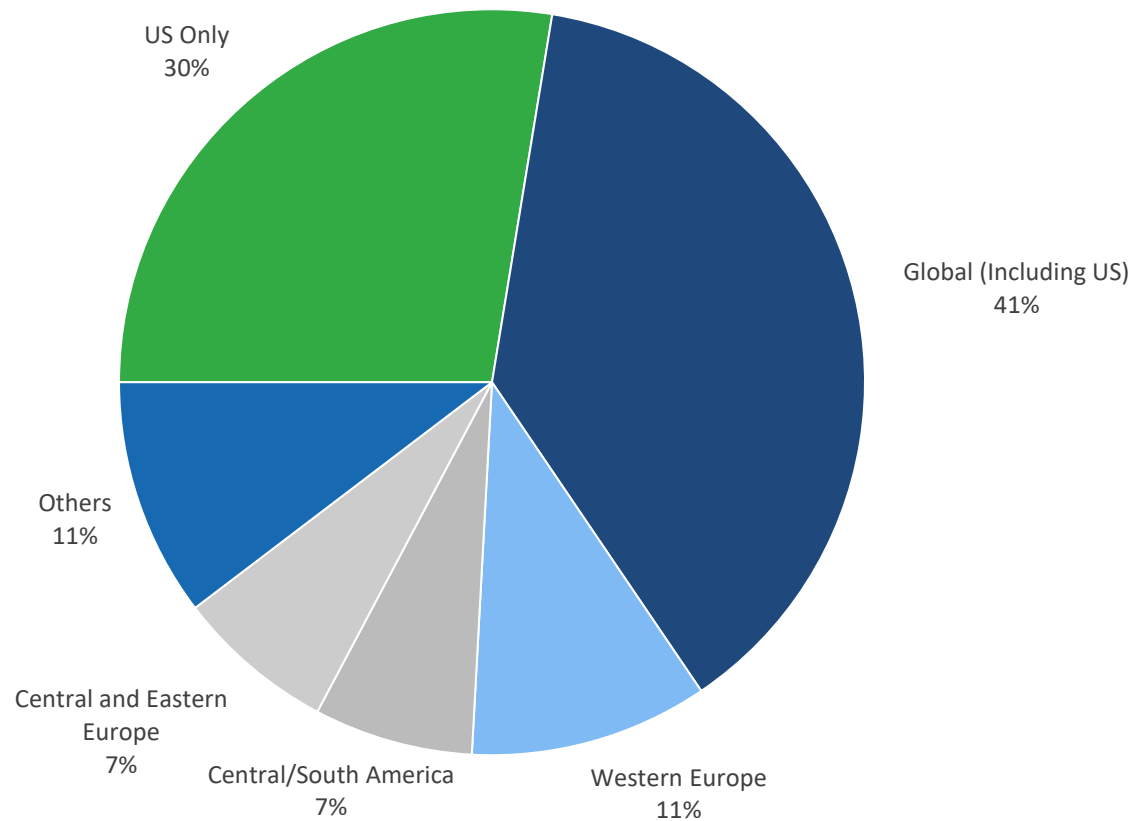
The study engaged 27 executives from 20 leading life sciences companies. Study insights are drawn primarily from directors and upper management executives, representing nearly 80% of the participants.

Benchmark Study Partners



Majority of insights shared provide global and U.S. perspectives

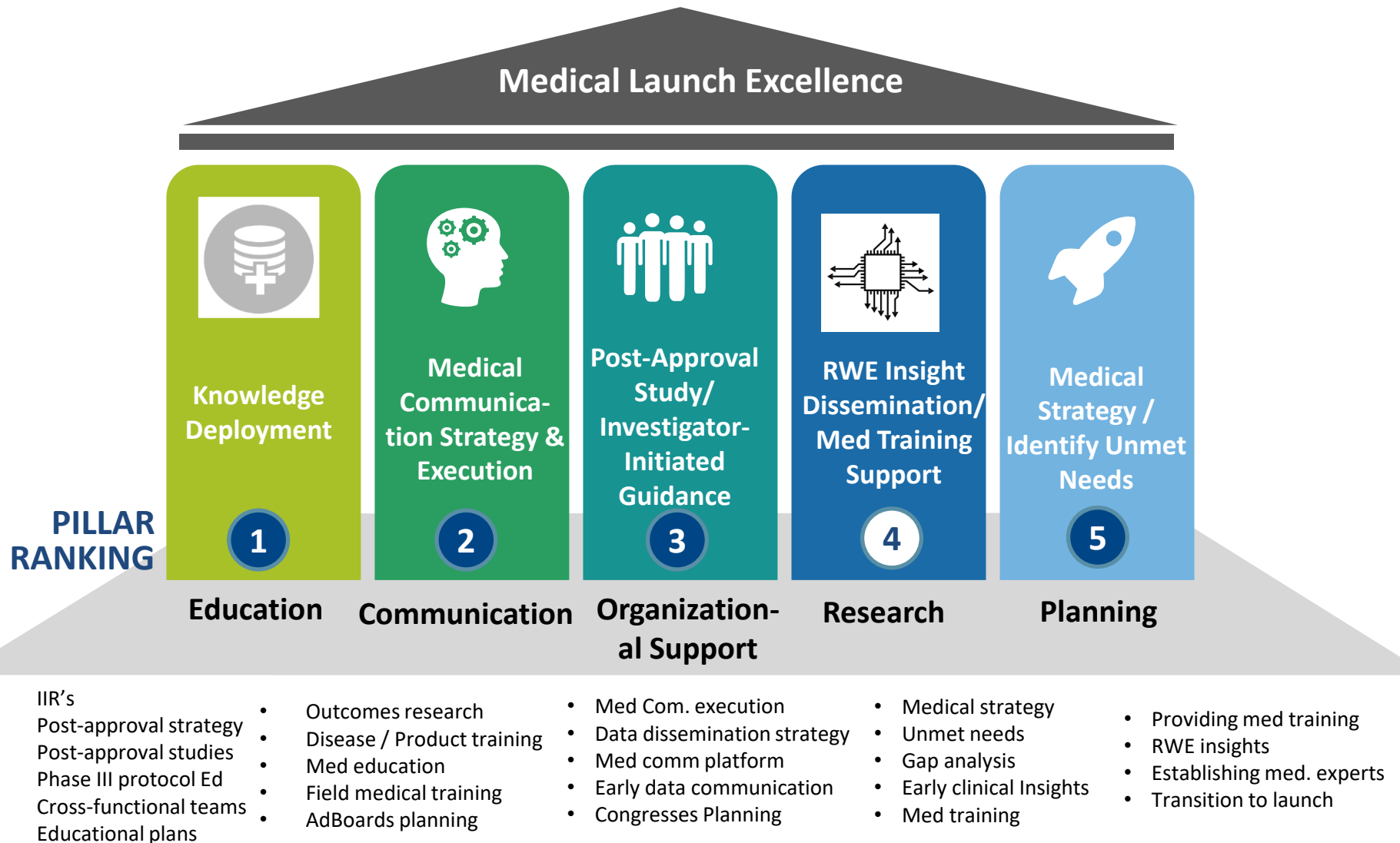
Geographic Responsibility



N = 27

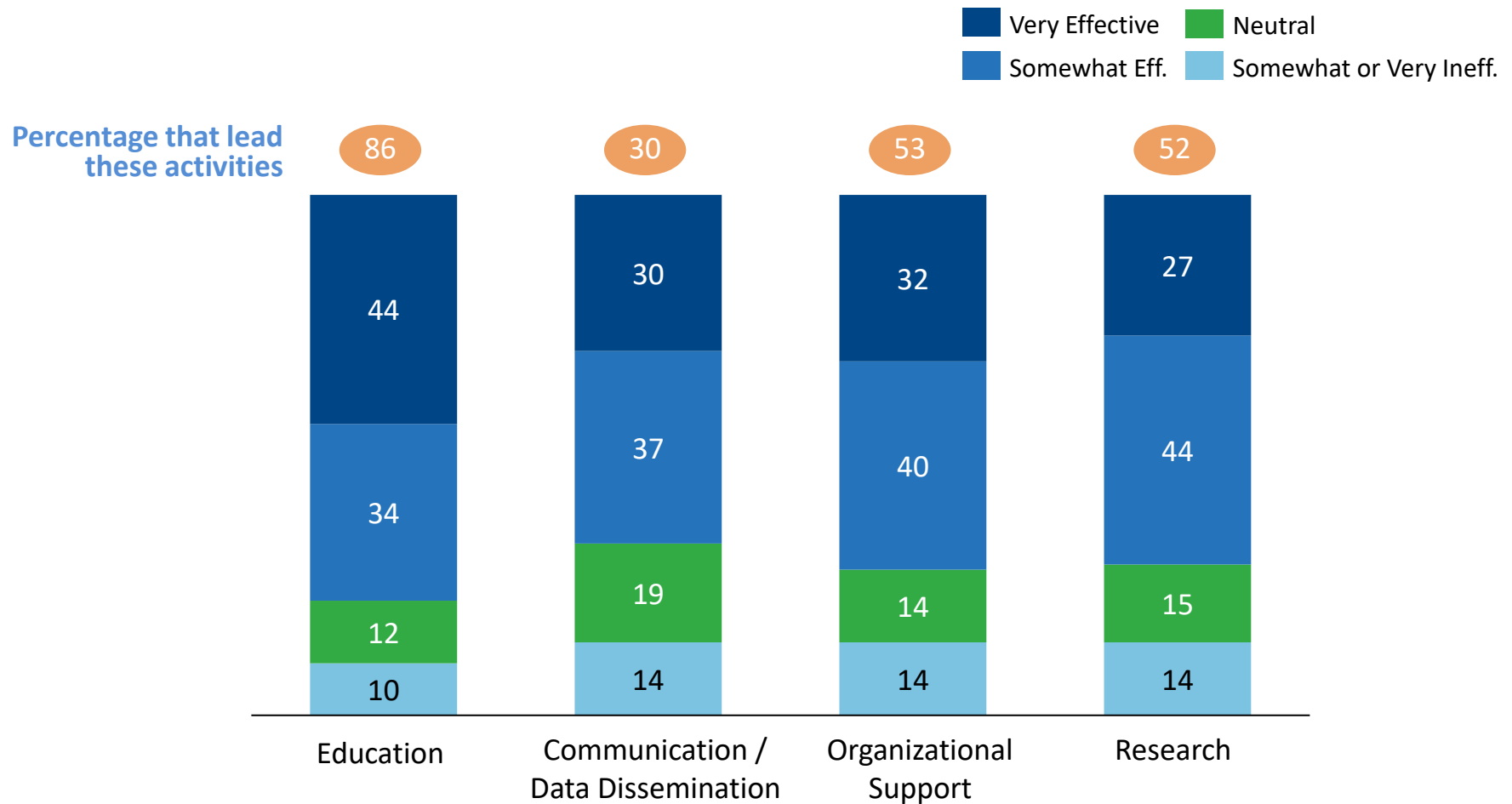
2) Please select the option that best describes the area of geographic responsibility in your current role. (Please select one)

Launch Excellence Framework: Medical leads five process “pillars” anchoring 26 activities circumscribing the launch excellence framework



Activity Effectiveness: Medical is more effective in activities it leads

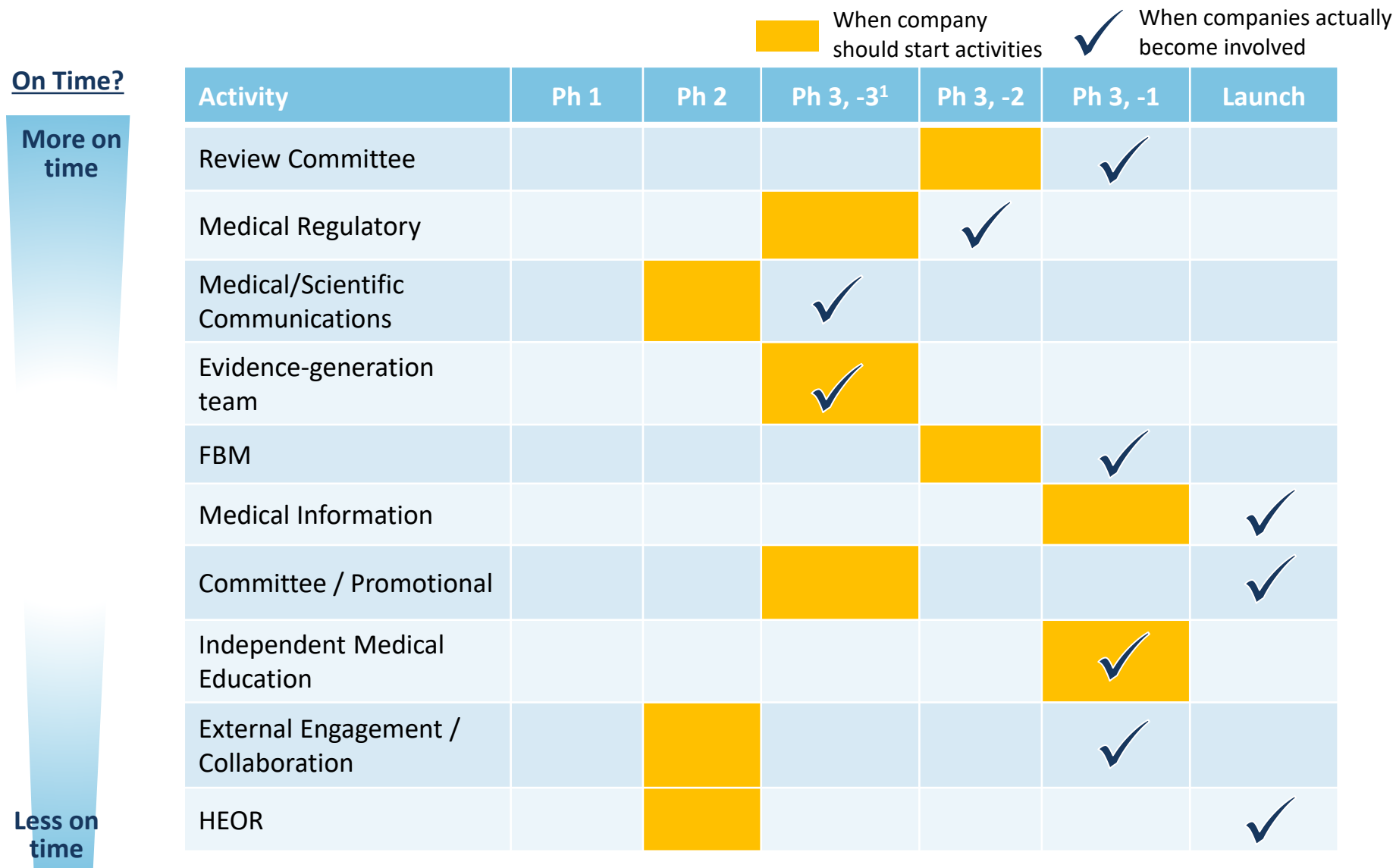
Launch Activity Effectiveness



N = 26

7) How effective is your Medical Affairs organization in regards to these activities for a successful launch?

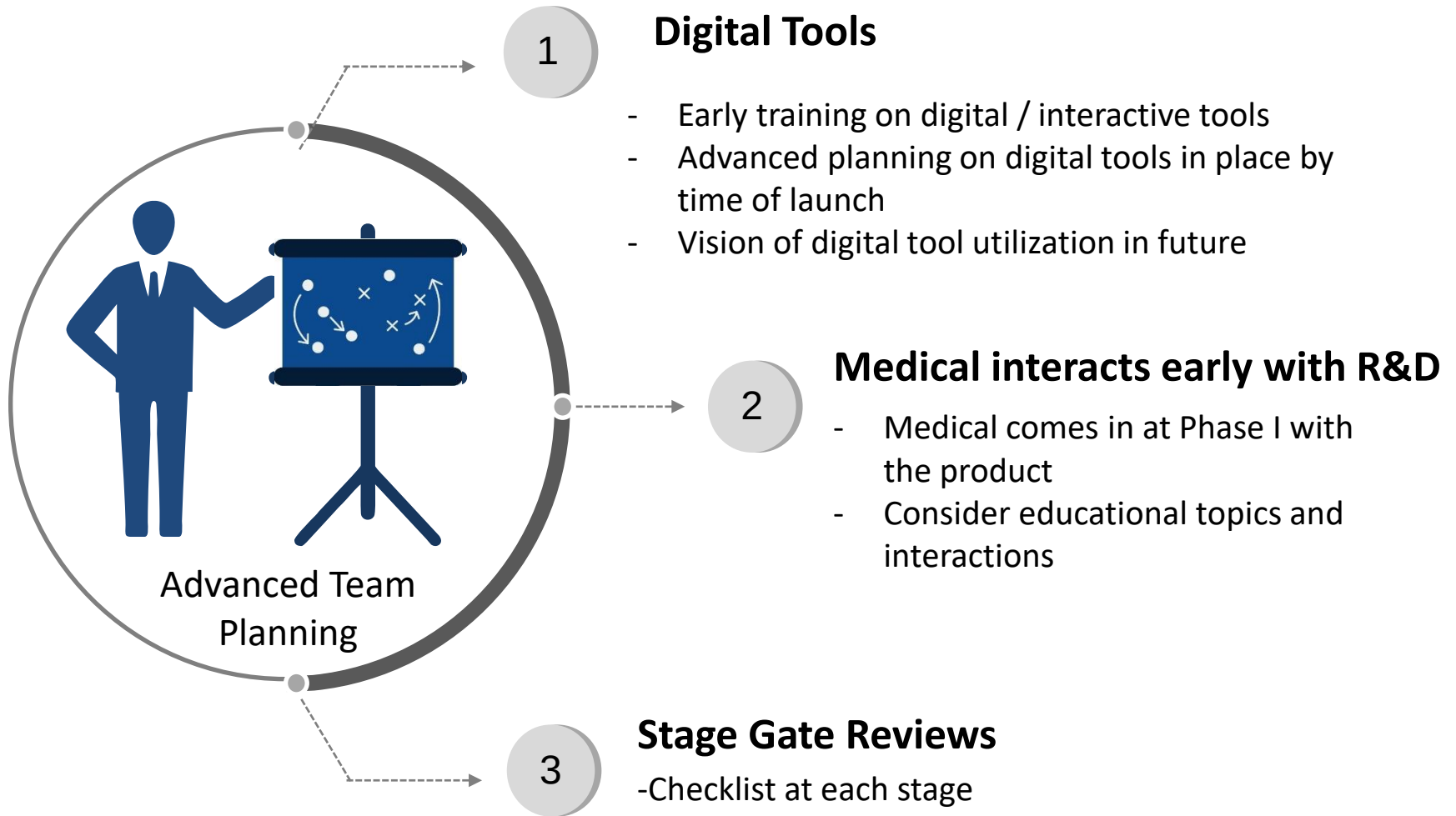
Launch Activity Timeline: Most begin launch activities 1 phase later than ideal



N = 22

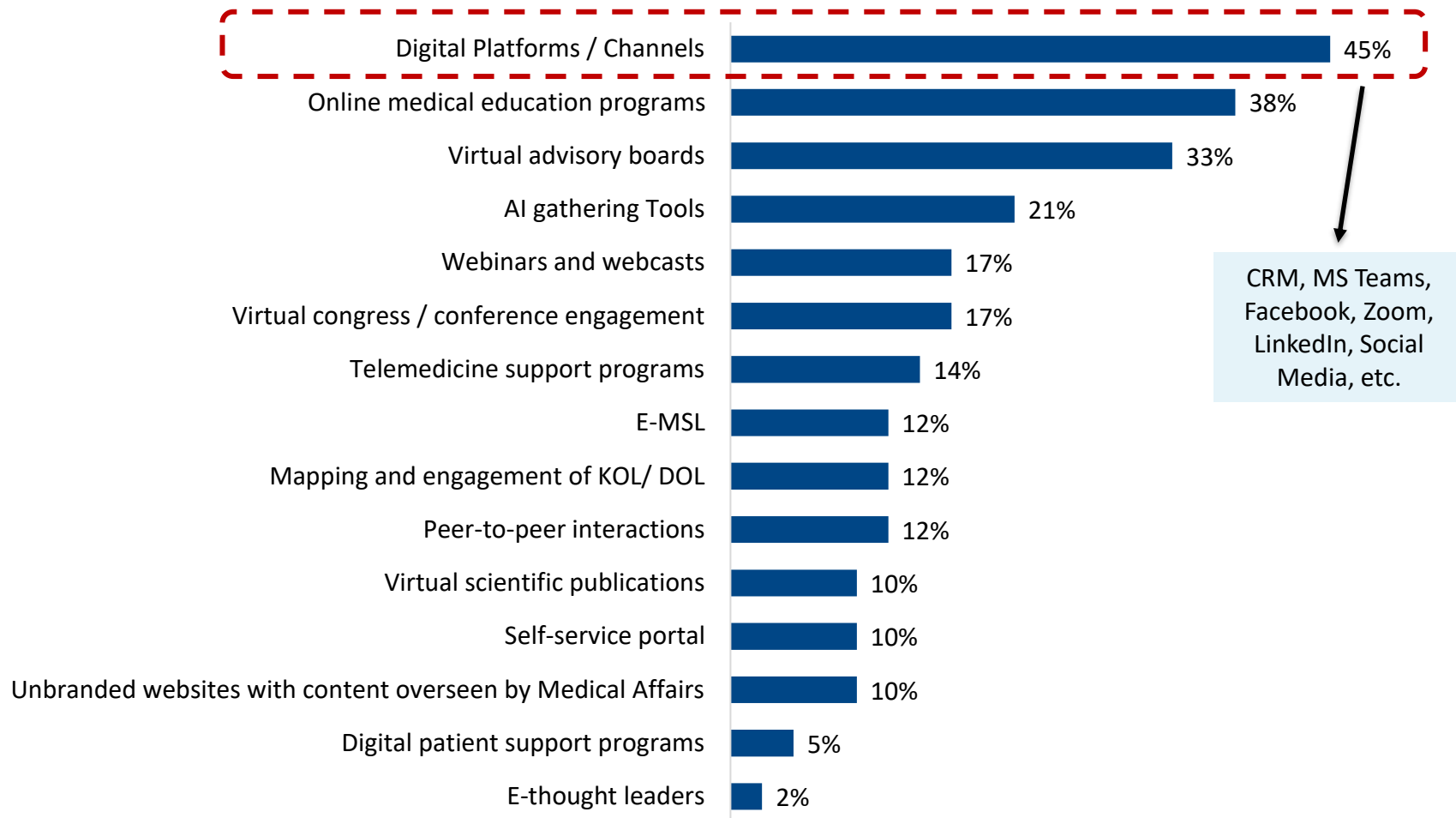
17) Please indicate the time when each Medical group ideally should get involved in product launch activities and when each group actually becomes involved?

Early Team Planning: 3 areas where advanced planning is key



Digital Launch Tools: Social as well as virtual ad boards and education programs are most impactful to Medical launch

Digital Tools



N = 27

12) What are the top three digital tools that can bring success to Medical Affairs and product launch activities?



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.

Best Practices

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