

Engaging Central Nervous System (CNS) Patients across Medical Affairs Activities and Functions





1	Research Overview, Methodology & Participating Companies	Pg. 3
2	Executive Summary	Pg. 4-8
3	Engagement Overview	Pg. 9-14
4	Strategies to Reflect Patient Voice	Pg. 15-23
5	Early and Late-Stage Patient Support Strategies	Pg. 24-33
6	Roles and Responsibilities	Pg. 34-55
7	Internal and External Collaboration	Pg. 56-69
8	Participant Demographics	Pg. 70-72
9	About Best Practices, LLC	Pg. 73

TABLE OF CONTENTS

CNS patient engagement in Medical Affairs study: Objectives, methodology and topics covered

Best Practices, LLC conducted this benchmark study to help CNS medical leaders understand how Medical Affairs is involved with CNS patient engagement activities, patient advocacy groups (PAGs) and collaborating with internal and external partners.

Research Overview

- Medical Affairs groups have established themselves as a critical function to the success of biopharmaceutical companies. In their role, Med Affairs groups have been charged with representing the patient voice at their organization. This effort broadens Medical's role beyond its traditional focus on HCPs to include capturing patient voice to help develop products that will address patients' needs.
- This study specifically benchmarks best practices in Medical Affairs' role in CNS Patient Engagement.

Research Methodology

- This study engaged 12 leaders from 12 CNS-focused biopharma companies via a benchmark survey
- Data segmented by respondent's description of its medical team's effectiveness with patient engagement – highly effective vs. less effective
- Deep-dive interviews were conducted with selected study participants to provide further insight

Topics Covered

- Patient Engagement Overview
- Early and Late-Stage Patient Support
- Strategies to Reflect Patient Voice
- Roles and Responsibilities for Patient Engagement
- Internal and External Collaboration
- Lessons Learned and Pitfalls

Patient Voice Study Participants: Patient engagement insights from 12 Medical leaders at 12 CNS-focused companies

Benchmark Study Partners

abbvie

Boehringer
Ingelheim


EVERSANA™

KYOWA KIRIN

MEDI STRAVA
Medical strategy, value & analytics

MERCK

nextgen®
healthcare

sanofi

sunovion

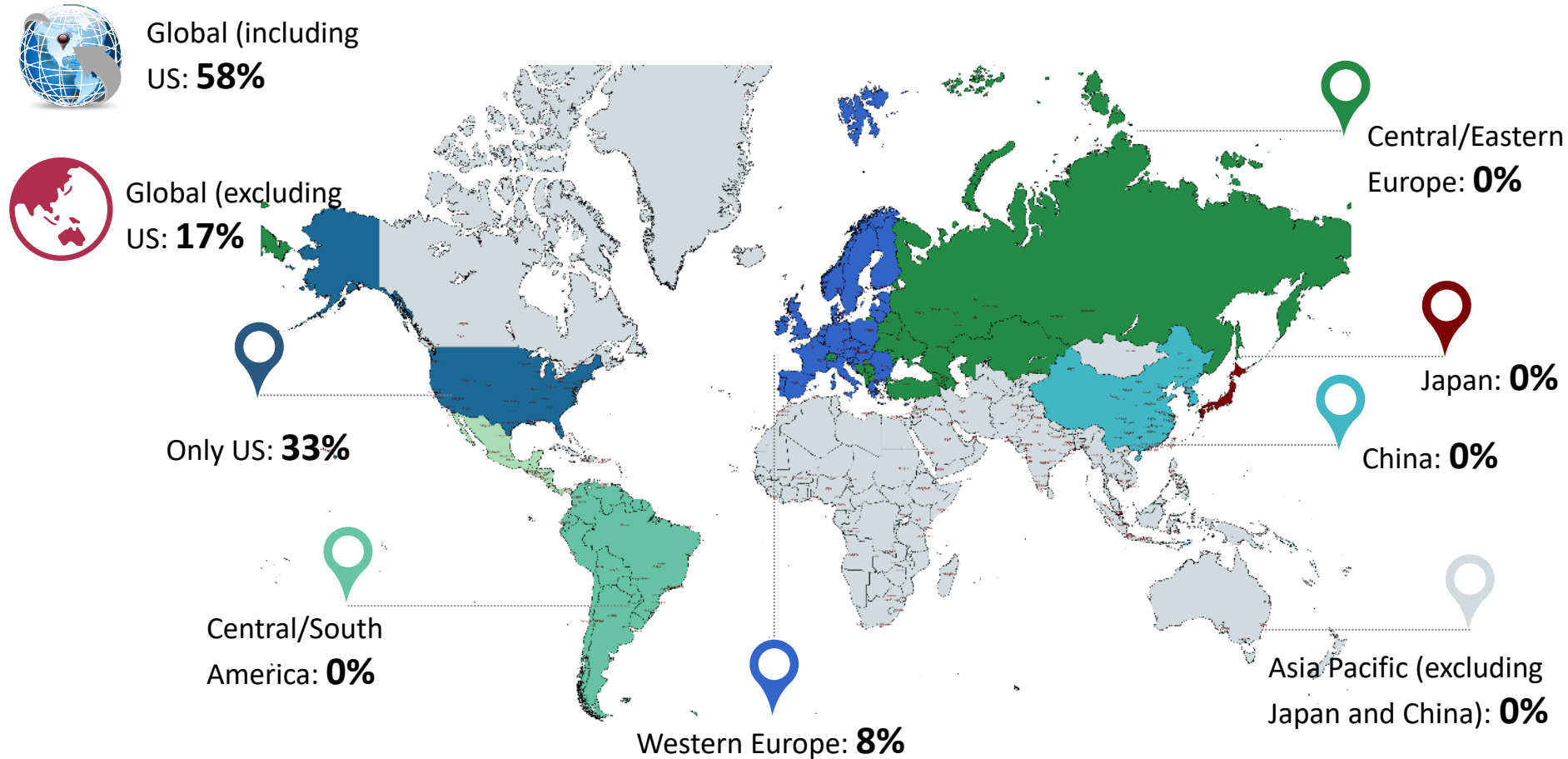
Supernus®
Pharmaceuticals

Takeda

T M G
The | Medicine | Group

Medical Affairs groups are primarily involved in patient engagement activities across global + U.S. regions

Geographic Span:

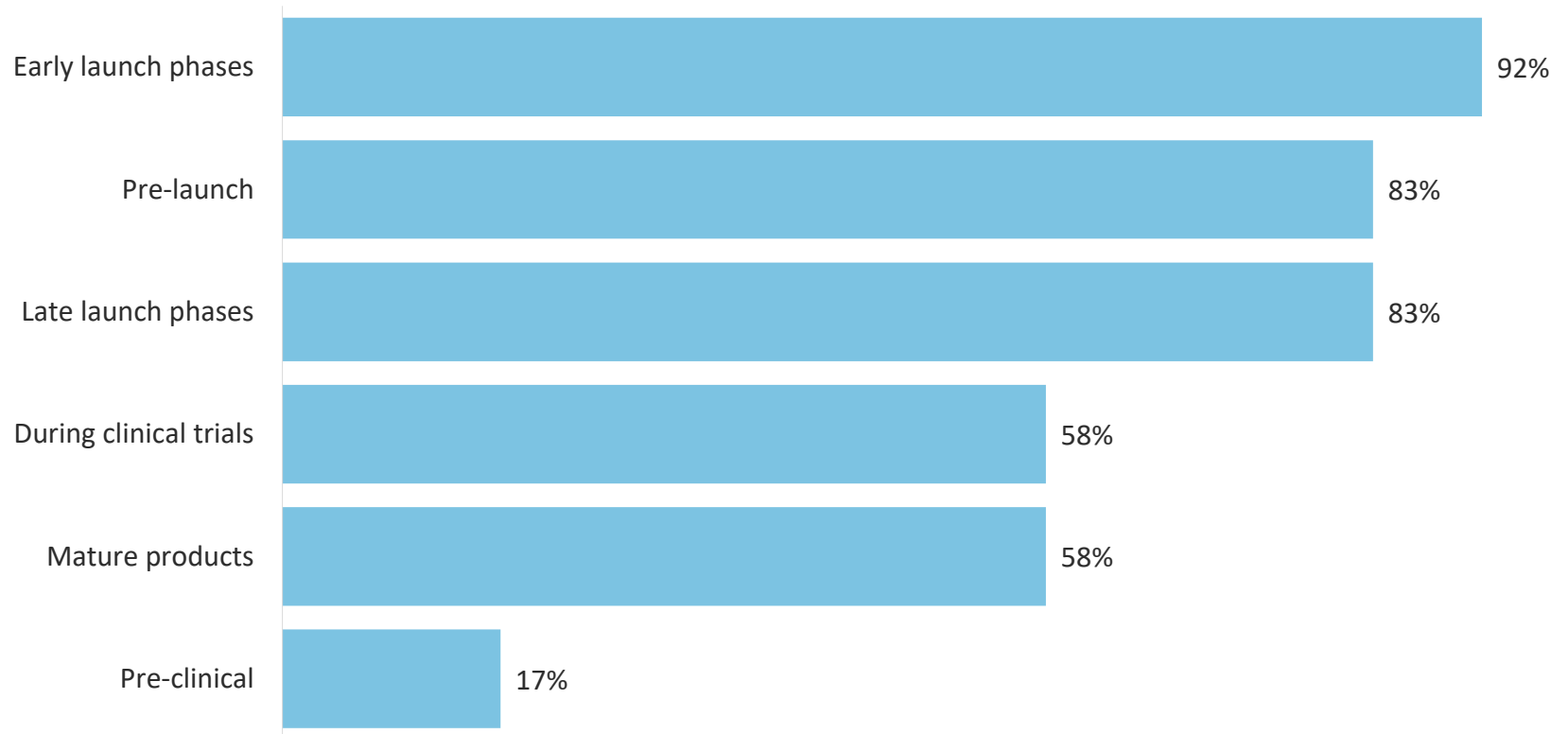


N=12

2) In which part or parts of the world is your Medical Affairs group involved in patient engagement activities?

Participants are active in patient engagement across most product phases

Product Phases:



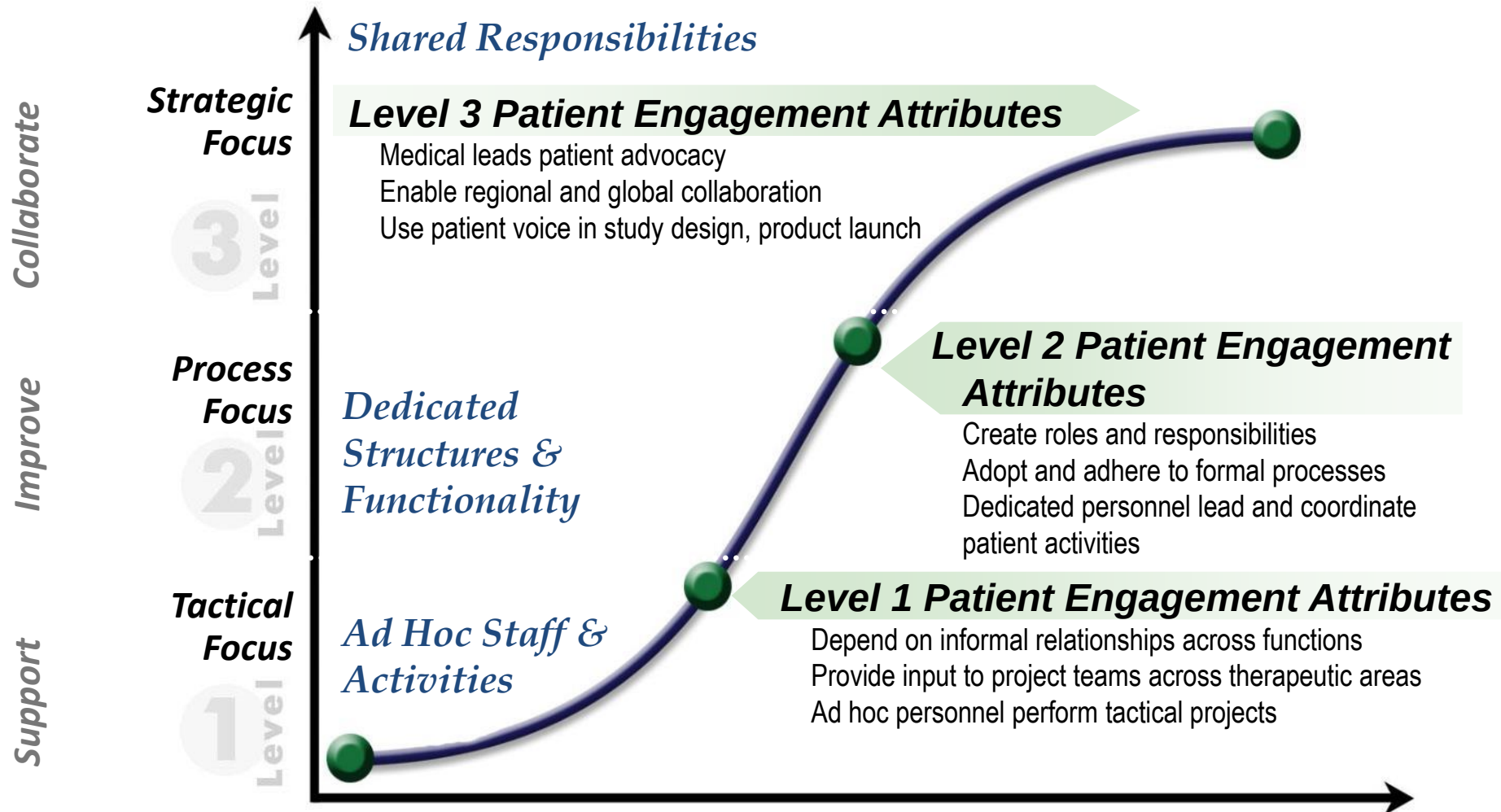
N=12

4) Which of the following product phases do you have experience with performing Patient Engagement through the Medical Affairs organization?

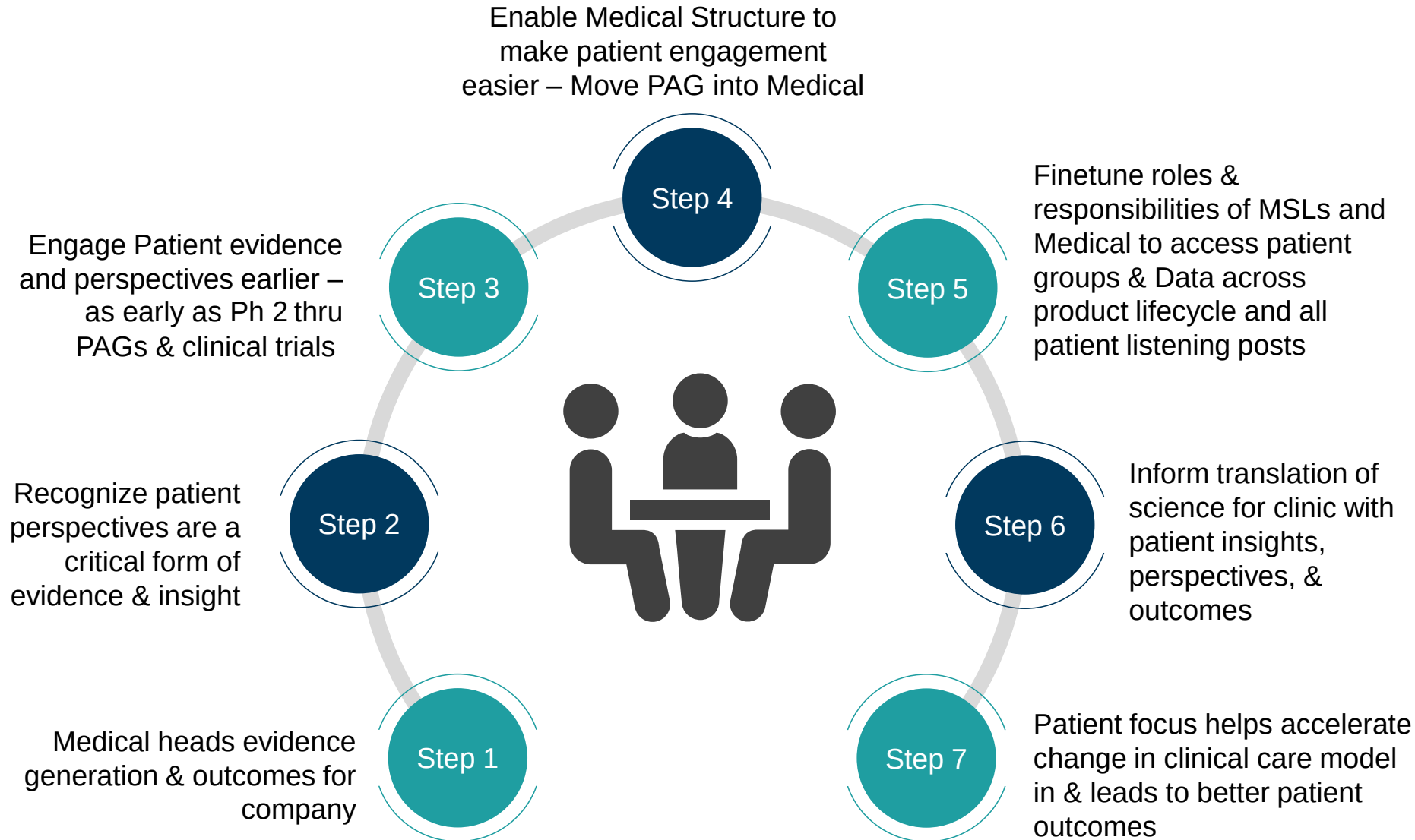
Evolution of CNS Patient Engagement in Medical Affairs

Maturity Curve

Historically, commercial functions interacted with patients, particularly on the marketing front. But as pharma has realized the importance of the patient voice in drug development and launch, the industry has been shifting some patient engagement activities to Medical Affairs.



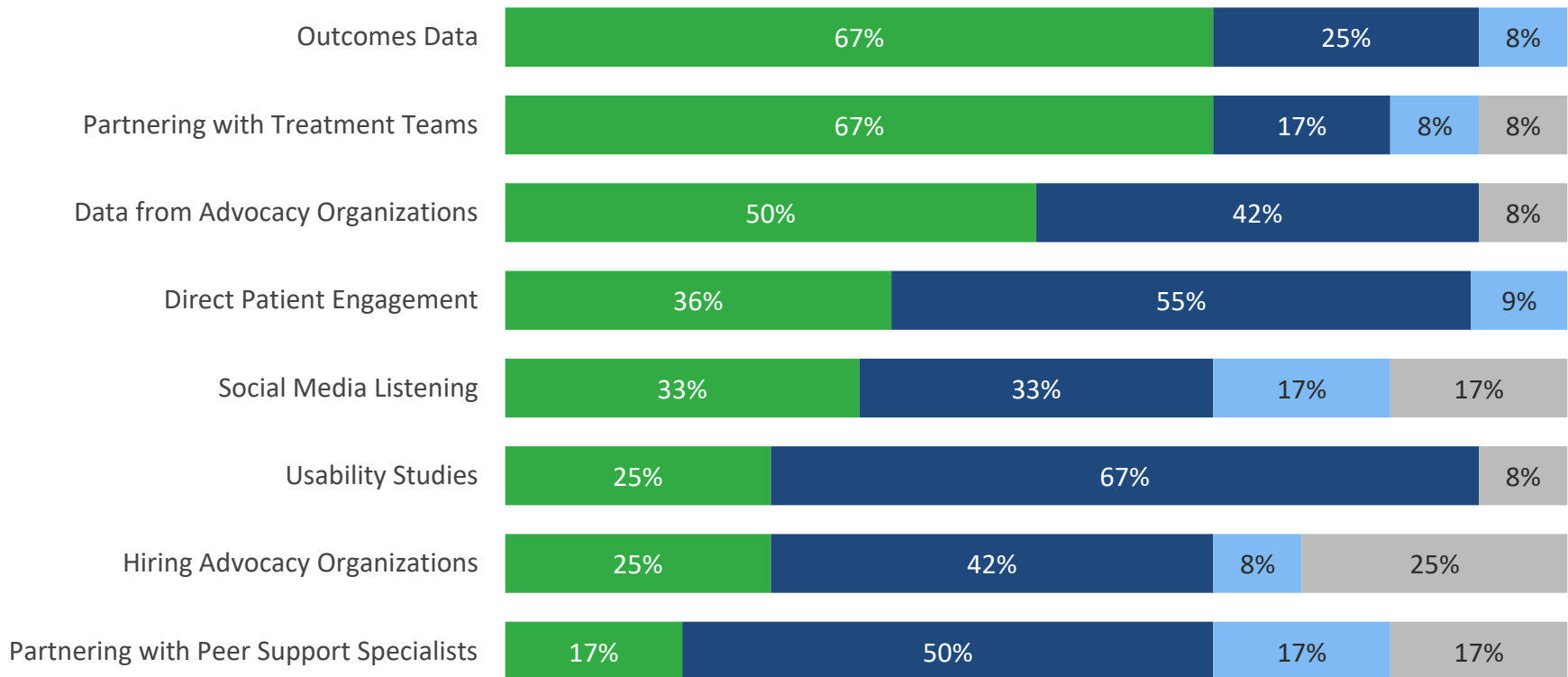
Steps for Successful Patient Engagement: Leading Medical Groups are placing patient priorities at the center of CNS Medical Activities



Patient Voice During Launch: Outcomes data and partnering with treatment teams are most highly effective for reflecting the patient voice during product launch

Collecting Patient Voice During Launch:

■ Highly Effective ■ Effective ■ Not Effective ■ Do Not Use



N=12

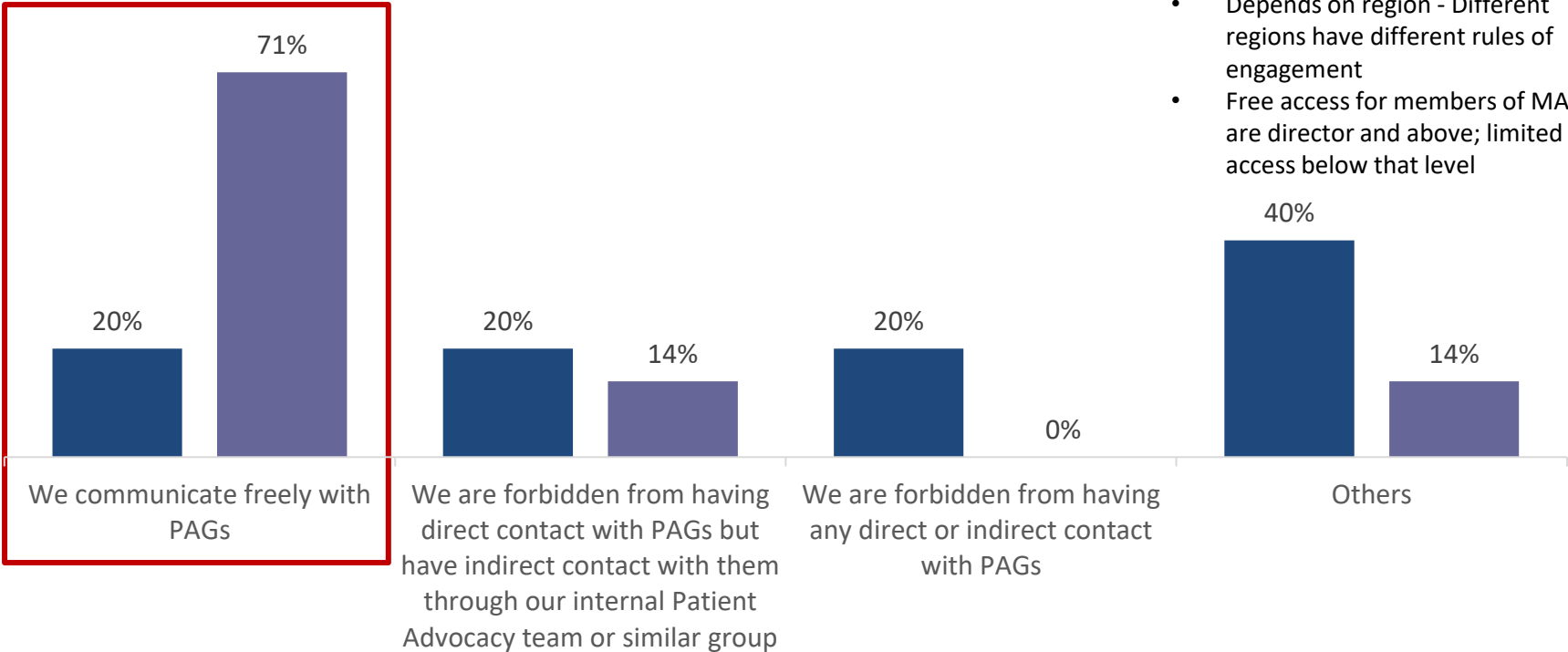
9) How effective are the following tools and strategies your Medical Affairs organization uses to collect insights regarding the voice of the patients during the early launch phases?

PAG Relationships: Only about 20% of Medical Affairs groups who effectively represent patient voice also communicate freely with patient advocacy groups

Working with Advocacy Groups:

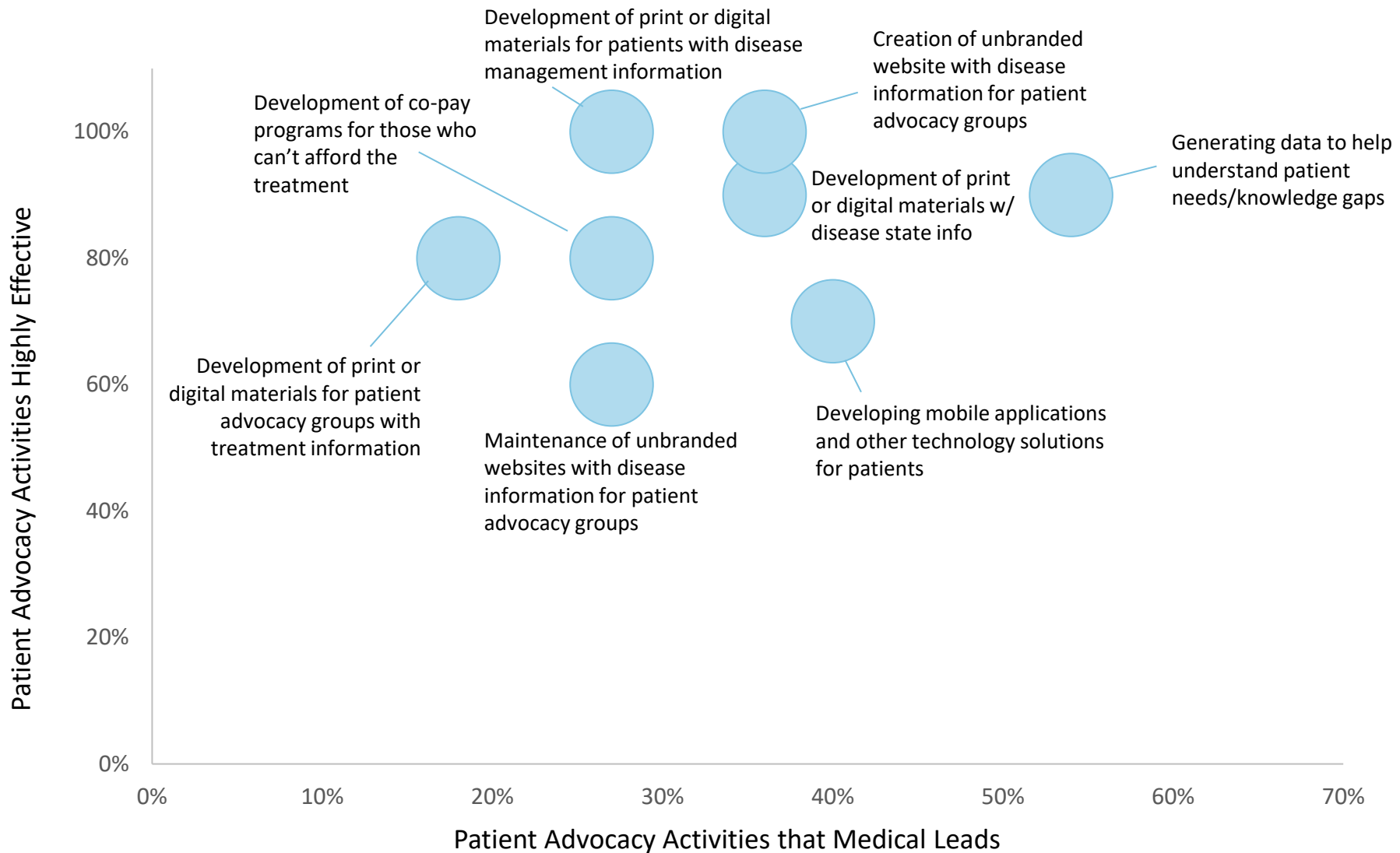
■ Medical Groups Highly Effective at Representing Patient Voice N=5

■ Medical Groups Less Effective at Representing Patient Voice N=7



10) Please select which of the following statements best describes your Medical Affairs group’s relationship with Patient Advocacy groups (PAGs).

Patient Advocacy in Med Affairs: Most advocacy activities are deemed effective, though Medical does not take the lead



14) What is your Medical Affairs organization's role with the following Patient Advocacy activities?

15) How effective are each of the following activities in building a successful Patient Advocacy program within your Medical Affairs group?

Lessons Learned: Alignment of patient & org goals, early start and accurate communication are most critical aspects of successfully representing patient voice



N=7

Q25) Please provide three critical lessons learned about representing the patient voice at your organization through the Medical Affairs organization



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

6350 Quadrangle Drive, Suite 200, Chapel Hill, NC 27517

www.best-in-class.com

Phone: (919) 403-0251