

Best Practices in Improving Medical Affairs Booth Impact at Critical Medical Congresses

Best Practices, LLC

Medical Affairs Strategic Benchmarking Research & Analysis



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Medical Meeting Excellence: Objectives, Methodology & Topics

20

Survey Respondents

Respondent's Role

- 45% from top 20 Pharma companies
- Highest representation from Oncology therapeutic area (35% of respondents)

Research Overview & Objective

The medical communications staff charged with creating and managing booth exhibits are grappling with how to best utilize technology to produce compelling and interactive medical information displays. Even more challenging for those who plan and oversee medical conference exhibits is balancing internal compliance requirements with current exhibit booth practices at important scientific congresses and conferences.

This benchmarking study is designed to provide biopharma companies with current insights into what medical content companies are displaying in medical exhibit booths, and how they are displaying it to HCPs attending congresses.

Methodology

Best Practices, LLC engaged 20 Medical Affairs leaders at 17 biopharma companies for this research project. The primary method of data collection was a quantitative survey, with some qualitative knowledge of trends also included to bolster insights.

Topics Covered

- Medical Affairs Booth Content
- Display Methods for Medical Booth Content
- Approaches to US and EU Content
- Measuring Medical Booth Success
- Poster/Investigator Events at Congresses
- Medical Content Utilized by MSLs in the Field

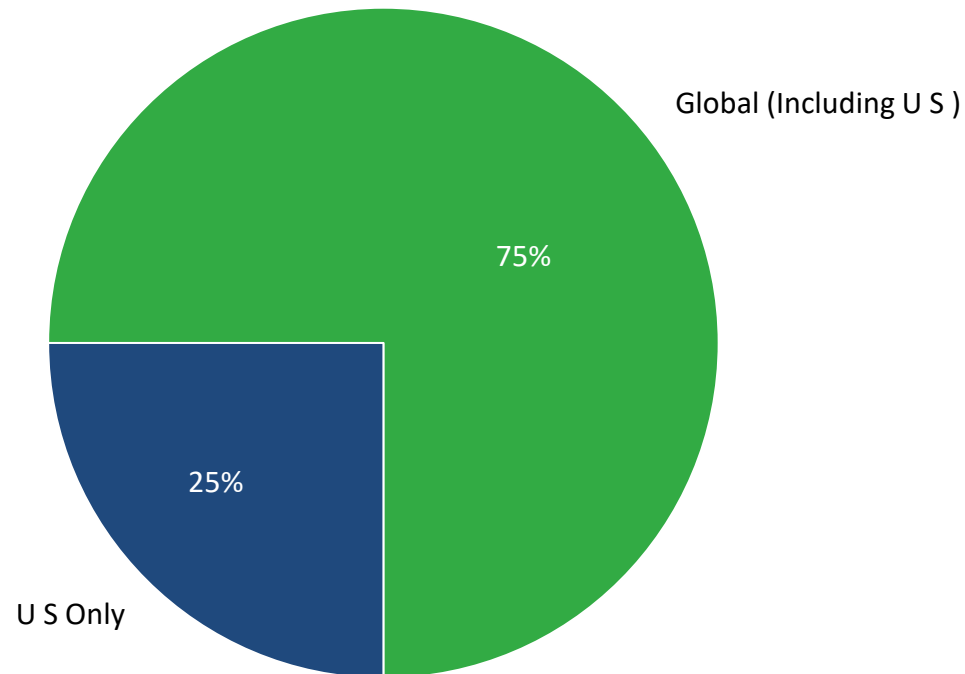
Universe of Learning: 20 Medical Communications and Sci Pubs leaders from 17 biopharma companies contributed to this benchmark study

Benchmark Study Partners



Global Responsibility: Survey respondents primarily support a global and U.S. team

Demographics of Respondents

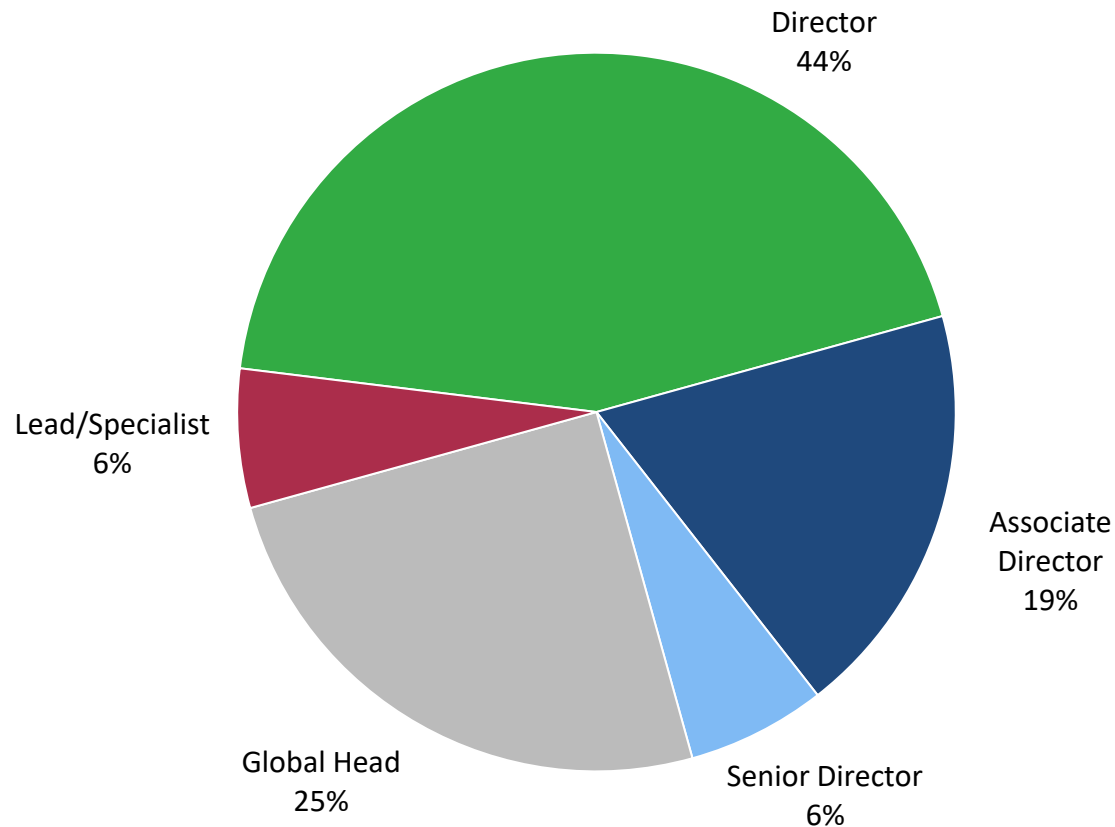


N=20

Q) Which geographical area will you be answering for?

Participating Leadership: Directors and Global Heads provided important guidance and insights in this study

Participant Titles

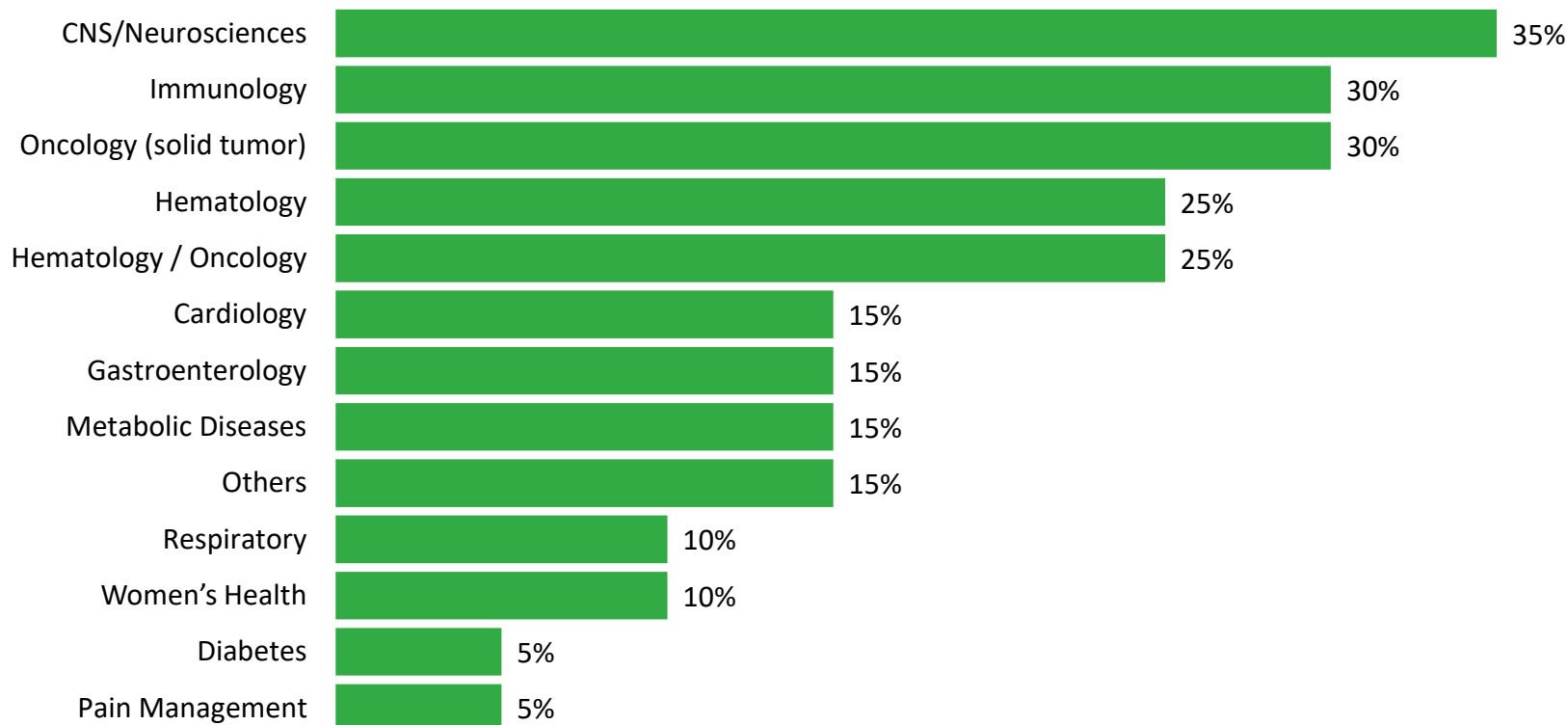


N=20

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

Therapeutic Focus: Medical Leaders working in Oncology and CNS make up a large portion of the benchmark class

Therapeutic Areas of Participants



N=20

Q) In your role, what therapeutic area do you principally work in?

Definitions

The study provides best practices for Medical Information booths at key congresses. Below are definitions of some of the terms used in this study:

Static Panel	✓ Fixed hard copy or digital content
Proactive	✓ Materials that are visible or available unsolicited; it does not require a request to show HCPs
Reactive	✓ Materials that are available only upon request
Poster / Investigator Receptions	✓ Events hosted at congresses before oral / poster presentations to foster scientific exchange among study investigators. The event has the oral / poster presentations on display
TBC	✓ Total Benchmark Class, designation for responses from all participants

Note: This study only deals with Medical Information/Medical Affairs booths at congresses; Commercial activity is not addressed in this study.

Content Shared at Booths, 1: New display methods like videos, website access, and other interactive media are being used to proactively share medical content

No medical content is available at all participants' exhibit booths. Content is shared reactively most often via interactive mediums, whereas content proactively shared uses static panels, videos, and website access. Disease state and pipeline information are the content most widely provided at booths.

Content Type N=20	Content Available		How Content is Shared		How Content is Displayed					
	No	Yes	Proactive	Reactive	Static Panel	Hand-outs	Personalized / group interactions	Interactive Media	Video	Website Access
Disease state information	5%	95%	95%	10%	23%	12%	10%	23%	23%	8%
Pipeline Information (e.g., panel, leaflets)	5%	95%	90%	15%	25%	11%	6%	21%	15%	23%
Company-Sponsored Clinical Trial Information	20%	80%	60%	40%	23%	10%	8%	31%	5%	23%
Mechanism of disease for pipeline product	25%	75%	75%	25%	17%	7%	7%	26%	31%	12%
Leaflet covering company sponsored session only	30%	70%	50%	25%	21%	32%	0%	12%	12%	24%
Company-sponsored CME event information	45%	55%	40%	10%	25%	36%	0%	14%	4%	21%
Mechanism of disease for product on the market	45%	55%	60%	5%	17%	3%	3%	30%	37%	10%
Mechanism of action for product on the market	55%	45%	45%	10%	17%	0%	0%	30%	39%	13%
Company-sponsored posters / orals from current congress	60%	40%	30%	25%	13%	26%	9%	17%	4%	30%

Q) What type of content does your medical congresses booth display and how is it shared?

Influencers of Content Shared: Clinical trial data, compliance regulations, and product education requirements all affect the type of content displayed at booths

Factors Impacting Content Display at Medical Information/Medical Affairs Booth:

Data & Trials

- Co-sponsored trials
 - Trial recruitment
- Near-term news flow; data releases

Education Focus

- Audience Educational Value
- HCP Educational needs
- Addressing unmet needs and solving customer / patient problems
- Clarity of information delivered

Strategy

- Medical Strategy & Communication Objectives
- Current status and importance of pipeline program
- Priority of the product or investigational product

Budget

- LMR strategy budget
- Other predicted costs

Regulations & Compliance

- Local laws and regulations
- Congress related regulations
- Compliance interpretation & legal considerations

Booth Design

- Content availability
- Booth size, time and wow factor
- Ease of interactions with touchscreens
- Environmentally conscious design

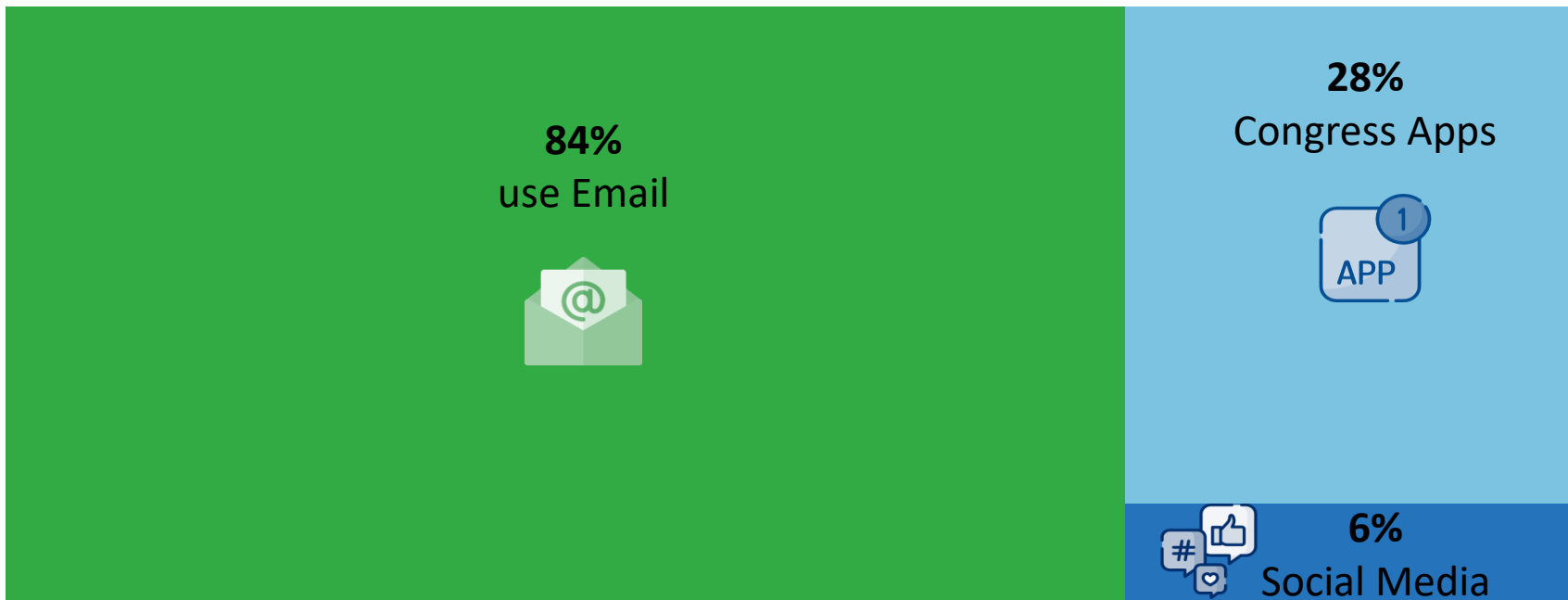


N=20

Q) What are the most important factors affecting your company's decision on which types of content to display?

Sending Content: Email is still a high-throughput channel for sharing posters and other content to attendees; social media slowly being adopted for this purpose

Content-Sending Channels

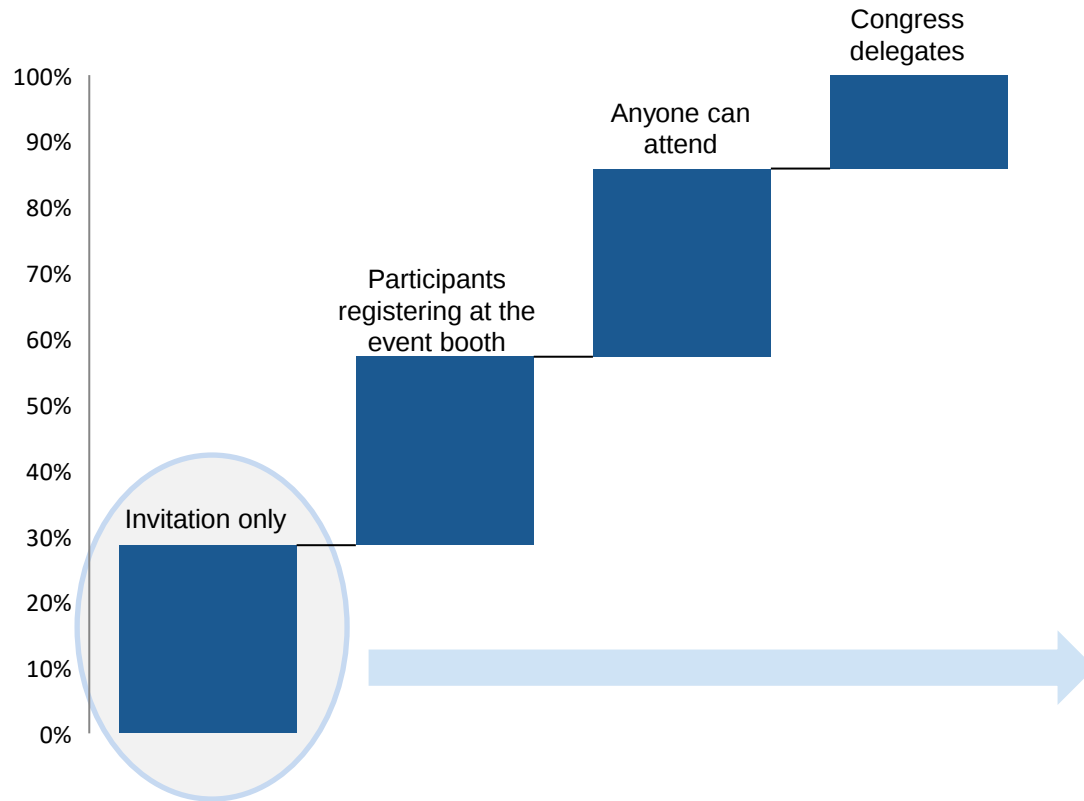


**No organizations use text message to share posters/other content to congress attendees*

Reception Attendance is Often Restricted: Most organizations require invitations or prior registration to attend poster receptions

Restrictions on reception attendance:

32% of companies host poster / investigator receptions at congresses, but there may be limitations for attendance:



Half of orgs who host invitation-only events invite investigators involved in...

- ☐ Trials with data presented at that congress
- ☐ Any trial / study on a specific drug, regardless of whether that particular study has data presented at the meeting
- ☐ One specific therapeutic area
- ☐ Different therapeutic areas
- ☐ Both pre-approval and marketed/approved product studies

Q) What restrictions, if any, do you have on who attends poster / investigator receptions at congresses?

N=7



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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