

Deloitte 2022–3 Medical Affairs Benchmark Study Summery

20

Small- to large global bio-pharma companies interviewed

12

Heads of Global Medical Affairs

6

Leads of Global Medical Operations

5

Business Unit/Region/Field Medical Leads

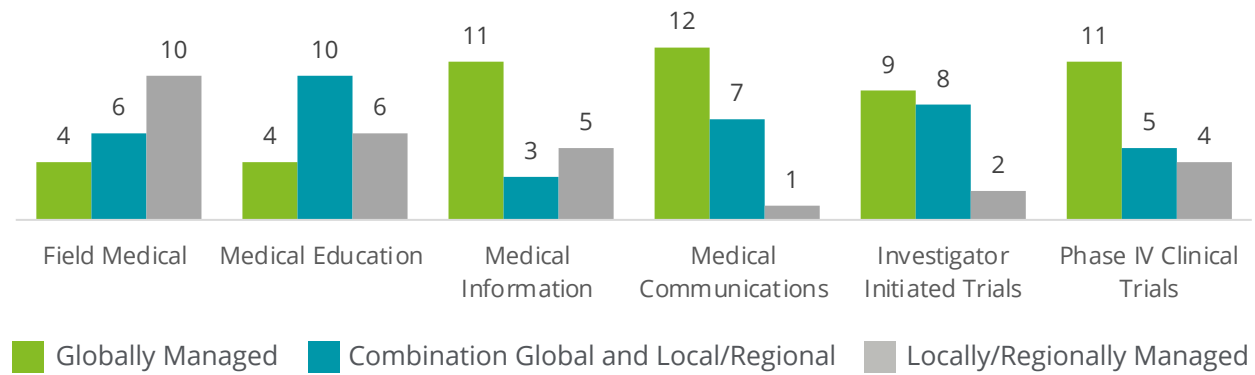
External drivers and priority initiatives to address the drivers

- Complex Evidence Generation**
Increasingly complex evidence generation requirements have made organizations enhance their data analytics and evidence generation capabilities
- Diminishing Access to HCPs and changing HCP Preferences**
HCPs are increasingly requesting different ways of interactions and access to tailored content to address their unique needs through channels of their preference. This could lead organizations to invest in structured content management capabilities, omnichannel capabilities, and non-traditional means of engagement
- Expanding External Stakeholder Base – Payers and Patients**
To expand the external stakeholder base, companies are striving to provide a coordinated payer experience across functions and enhancing ways of engagement with patients to drive patient centricity

Degree of centralization of medical affairs functions

Key Findings:

- Organizations surveyed are moving to a more global model – doing so can allow them to better take advantage of digital capabilities leading to greater efficiencies
- Companies surveyed are centralizing repeatable operations like medical information and Ph4 trial management in order to better align with global strategy/messaging and achieve efficiencies through automation and AI
- Functions requiring local interactions with the medical community like Field Medical remain locally managed, but many companies surveyed are instituting global tools, standards and education programs

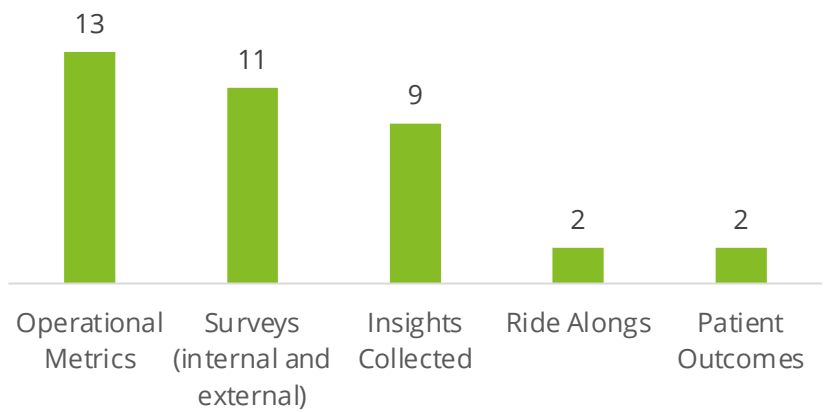


Common methods to measure medical affairs effectiveness

Field Medical

Key Finding:

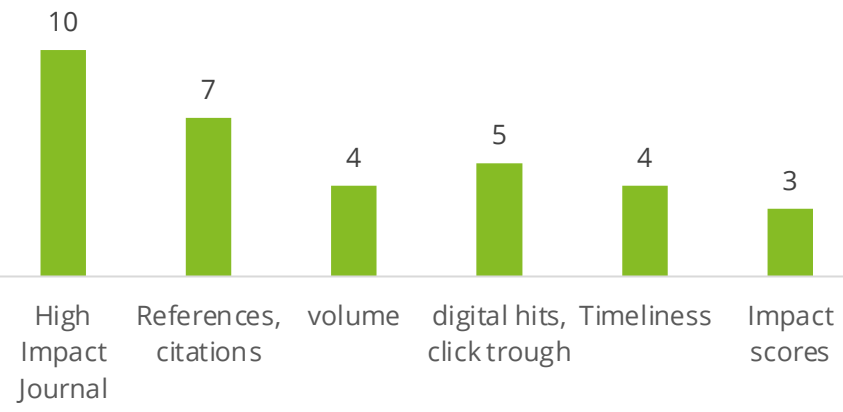
Operational metrics and surveys are the most commonly used effectiveness measures according to respondents. Survey participants indicated the desire to move to more patient outcome measures, but few have made real progress in achieving this goal.



Publications

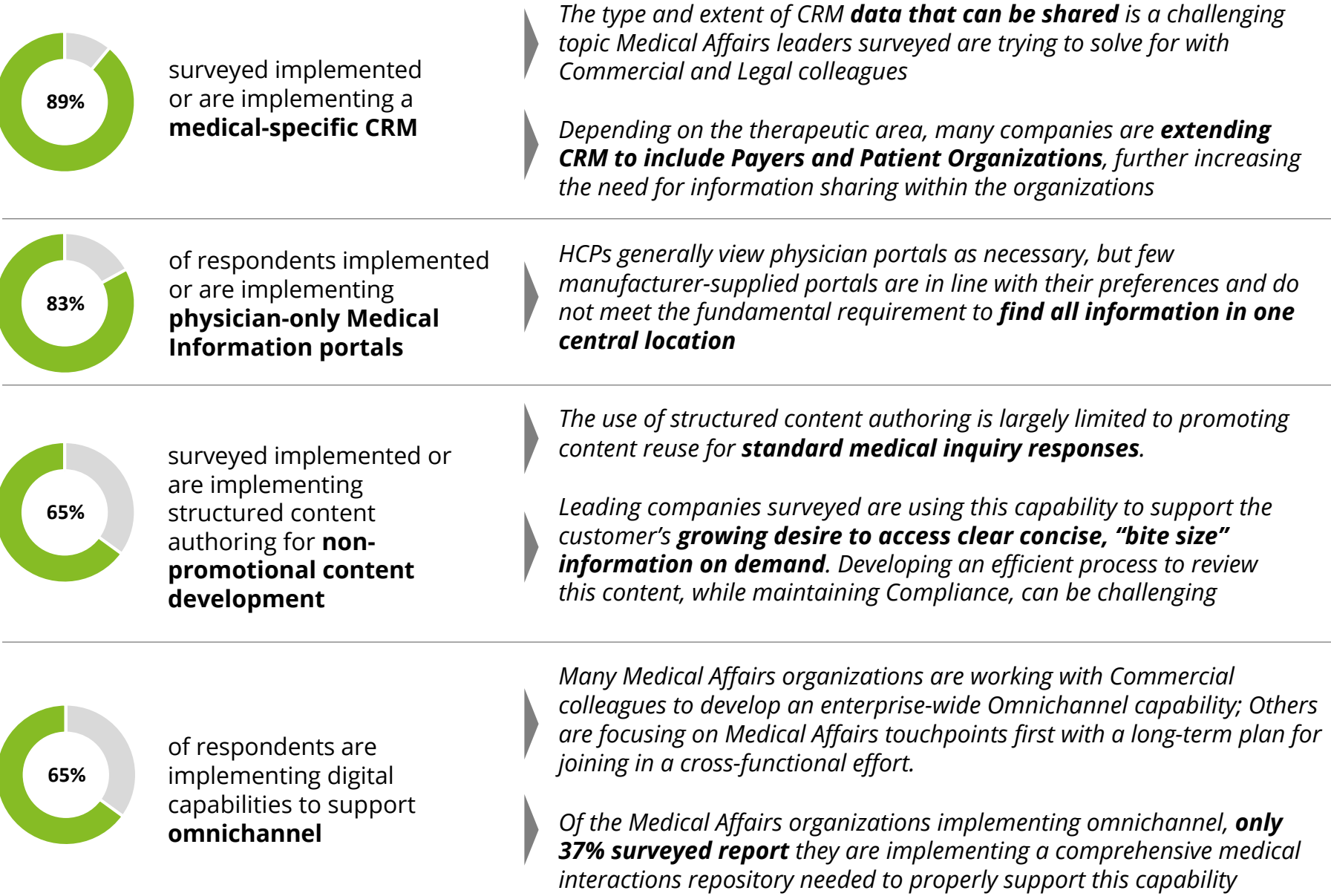
Key Finding:

Leading companies surveyed consider the total publication lifecycle when measuring effectiveness. This includes timing related to key conferences; digital activity; and adoption of publication findings in Clinical Standards of Care.



Digital capabilities to help drive efficiency and improve customer communications

The Benchmark Study survey included 15 questions across multiple Medical Affairs capabilities including MSL Interactions, Medical Information, and Publications. Highlights include:



Future of medical affairs

Survey respondents were asked the question: At a high level, how do you expect the role of Medical Affairs to change over time?



Collaborative evolution of Medical Affairs roles
Medical Affairs will be an equal partner with Commercial and R&D to set company strategy



Early involvement in pipeline
Medical Affairs will be involved in pipeline strategy & discussions early-on



Digitally-driven Medical Affairs team
Medical Affairs will use digital capabilities to drive actions and messages across all channels



Contextualization of clinical data
Medical Affairs will meet the demand of HCPs by delivering complex scientific conversations and providing needed context

Contact us

Tom Yang
Principal, Medical Affairs Lead
Deloitte Consulting, LLP
thyang@deloitte.com

Ming Shen
Managing Director
Deloitte Consulting, LLP
mishen@deloitte.com

Kurt Conger
Managing Director
Deloitte Consulting, LLP
kconger@deloitte.com

Yvette Jansen
Senior Manager
Deloitte Consulting, LLP
yjansen@deloitte.com

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

This document contains general information only and Deloitte is not, by means of this document, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This document is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this document.

Copyright © 2023 Deloitte Development LLC. All rights reserved.