

# United States Medical Science Liaison



## **Competitive Benchmarking of Leading Pharmaceutical Companies' Strategies for Leveraging the Field Medical Function: Approaches for Engaging Clinicians and Payers** July 2020 Edition

Accurately measuring the effectiveness of field Medical Affairs personnel has been a long-standing challenge for pharmaceutical and biotech companies. Through primary research techniques, skilled competitive intelligence professionals at PharmaForce International have uncovered the quantitative and qualitative metrics employed at a wide range of companies in order to evaluate their field Medical Affairs personnel.

Provide clients with information to benchmark their own field medical forces with those of competitors in terms of

- Key changes to company approaches since last report published in October 2018
- Strategic approach to the field medical function
- Guidelines for interactions with HCPs
- Utilization of field-based Health Economics and Outcomes Research personnel
- Recognizing and rewarding exemplary performance
- Development of materials for use in the field
- Sharing of information across Commercial and Medical Affairs functional areas
- Reporting structure/organizational charts
- Size/structure of field-based teams
- KOL relationship management
- Evaluation methods and key metrics to determine effectiveness
- Key roles
- Compensation
- Understand how profiled organizations have adapted their outreach and engagement models due to the ongoing challenges of the covid-19 pandemic (how have interactions been impacted, how receptive have KOLs been to virtual outreach and interaction, frequency of virtual interaction with KOLs, other covid-specific pertinent information)

For more information, please contact  
Joyce Wedemeyer at [joyce.wedemeyer@pharmaforceintl.com](mailto:joyce.wedemeyer@pharmaforceintl.com)  
or by phone at 610-370-2906

### **PharmaForce International Inc.**

Insightful Intelligence with a Global Reach  
2645 Perkiomen Avenue • Reading, PA 19606  
(610) 370-5640 • Fax (610) 370-5641  
[www.pharmaforceintl.com](http://www.pharmaforceintl.com)