

# Survey Fact Sheet

## ABOUT THE SURVEY

- MedThink commissioned a survey of 105 physician experts with current or past experience as external consultants or advisors for pharmaceutical companies. The survey was designed to assess the processes and tools used for improved collaboration between external experts and pharmaceutical and biotechnology companies
- Research was conducted among physicians from seven areas of expertise: primary care, oncology, surgery, neurology, cardiology, infectious disease and gastroenterology
- Participating physicians were required to meet at least one of the following criteria to participate in the research:
  - Current or past member of an advisory board
  - Current or past investigator for clinical trials
  - Current or past participation in pharmaceutical company-sponsored speakers bureau
  - Current or past work with the media in support of a scientific study, medical congress, or company-sponsored health awareness initiative at the national or local level
- The survey was conducted in January 2010 by MDLinx, a division of M3 USA

## KEY FINDINGS

- 60 percent of respondents would like additional opportunities to communicate with a company during the time between in-person meetings
- 74 percent of physician experts want additional opportunities to provide input
  - 37 percent believe that companies are not providing them with the means to offer expert advice outside of in-person meetings and teleconferences
  - An additional 37 percent feel companies are only somewhat providing opportunities for additional interaction



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## Survey Fact Sheet (cont.)

- 88 percent of external advisors place medium-to-high value on providing guidance via a virtual collaboration tool
  - 89 percent would be interested in participating in a virtual collaboration tool
- More than 86 percent would participate in or use a virtual environment to efficiently provide expert opinion at least once per quarter
  - 52 percent would use a virtual tool as often as needed
  - 14 percent would use a virtual tool at least once per month
  - 20 percent would use a virtual tool once per quarter
- According to the survey, key functions external advisors are seeking in a virtual collaboration tool include
  - 85 percent are interested in an online resource library
  - 80 percent are interested in the ability to query a company's clinical trial database to access existing data to advance the science
  - 79 percent are interested in Web-based, custom slide-deck builders
  - 72 percent are interested in the ability to coordinate all logistics, materials and other information related to participation in media relations activities
  - 70 percent are interested in the ability to respond to, improve or modify an existing document
- 74 percent of external advisors would view a pharmaceutical company more positively if the company incorporated a virtual tool into its existing approach to collaboration
- 58 percent of physician experts believe that they do not have easy access to all relevant information necessary to provide their best advice and that having this information in a central location would be helpful toward fulfilling their responsibilities
  - Information physician experts want easier access to includes protocols, abstracts/posters, slides, archived presentations, meeting minutes and media materials

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