

## VEEVA PULSE FIELD TRENDS REPORT

# Pre-Launch Field Medical Education Leads to 1.5x Increase in Treatment Adoption

70% of KOLs engage with only one biopharma, as traditional planning misses most experts

For the first time, the biopharma industry has clear data demonstrating the impact of field medical on clinical practice in a launch setting. A new analysis of migraine products shows that **disease state education by field medical with key opinion leaders (KOLs) before launch is associated with 1.5 times greater treatment adoption**<sup>1</sup> across that healthcare organization (HCO) over the first six months post-launch.

Despite this clear connection between scientific engagement and treatment adoption, new data also shows most KOLs are underserved by field medical. Veeva Pulse data reveals that **70% of KOLs engage with only one biopharma**, severely limiting scientific exchange, medical insights, and potential treatment adoption.

**The industry lacks a standard, data-driven approach to identifying, prioritizing, and engaging KOLs.**

But companies like Lundbeck are combining real-time customer intelligence and CRM data to create a new engagement model.

“The right data is foundational to our engagement strategy. As we prepared for the launch of new treatments, this data-driven approach helped us build the right relationships and focus our resources where they will have the greatest scientific impact,” said Christine Castro, director, medical affairs excellence at Lundbeck.

Ensure your field medical team is creating the impact that matters most with **Veeva Business Consulting’s** in-depth analysis.

Thank you,

Dan Rizzo  
Global Head of Veeva Business Consulting



<sup>1</sup>U.S.-based analysis of migraine products using data from Veeva Link, Veeva OpenData, Veeva Compass, and Veeva Pulse, March 2019–June 2023.

## Field Medical Has a Significant Impact on Launch Success

Medical science liaison (MSL) engagement with KOLs before product launch, either in person or via video, results in 1.5 times greater treatment adoption across the HCO within the first six months of launch, compared to HCOs whose KOLs were not engaged.<sup>2</sup> This early education by MSLs has a lasting impact, as new treatment starts sustain at 1.3 times greater 18 to 24 months after product launch. These results show what biopharmas have long understood but were not able to accurately measure.



Source: U.S.-based analysis of migraine products using data from Veeva Link, Veeva OpenData, Veeva Compass, and Veeva Pulse, March 2019–June 2023.

Despite this impact, Veeva Pulse data shows that investment in medical field force size over the last 12 months has remained flat. HCPs, meanwhile, are overwhelmingly asking for more interactions – **91% of HCPs say visits by medical science liaisons are very effective** but underused by biopharma.

## Despite Demand, 70% of KOLs Engage With Only One Biopharma

MSLs spend significant time with the KOLs they engage. But, while the depth of individual connections may be substantial, the breadth of KOL engagement is not. New Veeva Pulse and Veeva Link data shows that nearly 70% of KOLs only interact with one company's field medical team.<sup>3</sup>



Source: U.S. Veeva Pulse, Veeva Link Key People data, April 2022–April 2023.

<sup>2</sup>U.S.-based analysis of migraine products using data from Veeva Link, Veeva OpenData, Veeva Compass, and Veeva Pulse, March 2019–June 2023.

<sup>3</sup>U.S. Veeva Pulse, Veeva Link Key People data, April 2022–April 2023.

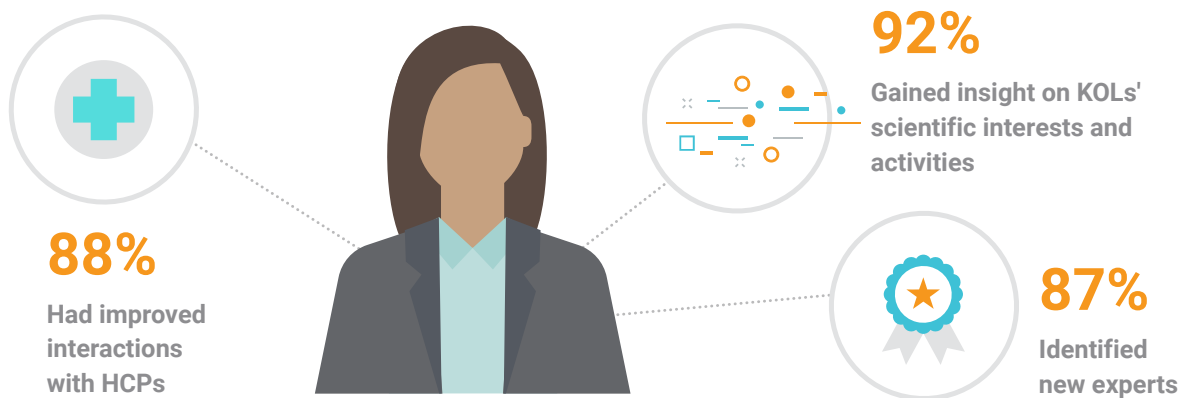
Further, 30% of global experts, as identified in Veeva Link Key People, have no recorded interaction with MSLs at all.<sup>4</sup> Whether medical affairs teams miss KOLs in mapping exercises or fail to record interactions, the result is the same – measuring the impact and connecting it to other insights across the organization is impossible.

The way MSLs select KOLs during planning contributes to this problem:

- Selection methods can be highly biased, especially toward traditional experts
- Prioritization methods do not reflect true KOL influence
- Narrow feedback loops limit medical insights and engagement with a broader scientific audience

## Identify and Prioritize High-Impact KOLs With Industry Data

Real-time, connected data can broaden access to the right scientific experts as well as generate and share insights across the organization quickly and effectively. By using a data-driven approach, **MSLs at one top pharma company improved scientific engagement strategy** with medical experts:



Source: Case study with a top 10 global biopharma.

Data alone does little, however. The best strategy ingests new data about KOLs quickly, prioritizes engagement based on KOL influence, and drives medical insights back into the business.

Reach out to **Veeva Business Consulting** to find out how you can use Veeva Pulse data to identify the right KOLs and improve scientific engagement.

<sup>4</sup>U.S. Veeva Pulse, Veeva Link Key People data, April 2022–April 2023.