

Impact of sanofi-aventis U.S. Medical Information Services (MIS) on Internal and External Customers: A Field Medical Affairs Perspective

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BACKGROUND

At sanofi-aventis U.S., MIS and field medical personnel (FMP) work collaboratively to provide accurate, timely, and evidence-based medical information to health care professionals (HCPs) and consumers. A comprehensive Zoomerang™ (an online survey tool) survey was distributed to the sanofi-aventis field medical affairs group to evaluate the impact of MIS on FMP and external customers. The survey examined the value that MIS brings to field medical personnel and also their perspective on the impact of MIS on external HCPs. In addition, following a 1-3 day MIS rotation to educate FMP on MIS' activities, field medical personnel were surveyed to determine the impact of the rotation on their perspective of MIS. The main objective following the completion of this rotation was for the FMP and MIS to gain a better understanding of each other's functions with improved collaboration and increased cross-functional activities. Post-rotation feedback from FMP was largely positive.

OBJECTIVES

Understand and evaluate the effect MIS has on field medical personnel (FMP) and the value MIS brings to healthcare professionals (HCPs).

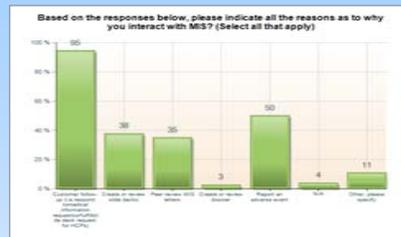
Describe an innovative program for educating FMP on MIS activities and services and improving collaboration between the two groups.

METHODOLOGY

- A comprehensive survey was sent via Zoomerang™ to the entire field medical affairs force.
- Individuals were given 2 weeks to complete the survey.
- Effect of MIS on FMP and MIS' value was evaluated.
- In order to evaluate FMPs' experience of MIS rotation, questionnaires were sent via email after rotation completion.

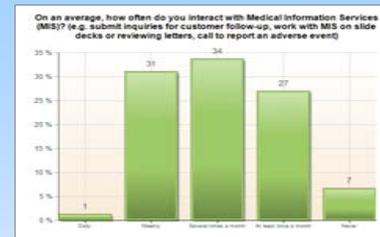
RESULTS

Fig 1. Reasons for FMP-MIS Interaction



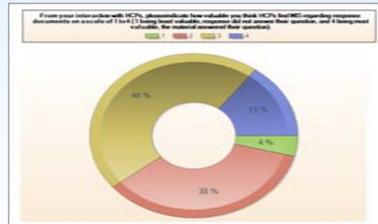
The most common reason reported by 95% of field medical responders for interaction with MIS was to obtain customer follow-up.

Fig 2. Frequency of Interaction with MIS



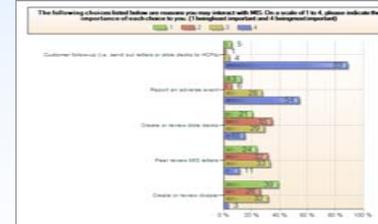
The majority of FMP interacted with MIS several times a month to fulfill medical inquiries, report an adverse event, review medical letters, or collaborate on medical slide decks.

Fig 3. MIS value provided to HCPs



From FMP perspective, 96% of HCPs found MIS response documents valuable and applicable to their question.

Fig 4. Importance of MIS Interaction to FMP



Overall, of the services provided by MIS, customer follow-up was the most important and creating or reviewing dossiers is the least important service to FMP.

DISCUSSION

100% of surveyed FMP are aware of resources and services provided by MIS.

Other than customer follow-up, reasons for MIS interaction from field medical included reporting of adverse events (50%), creation and review of slide decks (38%), and peer review of MIS letters (35%). (Fig 1)

31% of FMP surveyed interacted with MIS weekly while 27% reported interaction with MIS at least once a month. There was one (1%) FMP who reported interacting with MIS daily and five (7%) who said they never had any interaction with MIS. (Fig 2)

From FMP perspective, majority of HCPs found MIS response documents valuable, having answered their questions. (Fig 3)

A total of 24 FMP completed MIS rotation in 2009.

100% of FMP who completed post-rotation questionnaire responded their individual experience in MIS met and/or exceeded their expectations.

50% of FMP who responded to survey stated their interaction with MIS had increased since completion of a MIS rotation.

CONCLUSIONS

- All FMP who completed survey are aware of MIS.
- Based on the survey, 93% of respondents interacted with MIS at least once a month or more.
- Customer follow-up is the most valuable service MIS provides.
- MIS rotation has increased collaboration and consistency with FMP and aids bridging the gap between MIS and FMP.

ACKNOWLEDGEMENT

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