



How aligned is your Medical team?

Field Medical Teams are integral to the success of a brand.

STEM Medical projects quantify and benchmark functional and brand alignment, functional development and engagement capabilities of medical teams.

By conducting interviews and in-call HCP observations, STEM is able to collect >140 KPIs that identify strengths to build from and opportunities to improve.

STEM provides you with highly actionable insights to further accelerate performance every 6-12 months.

Our methodology measures the effectiveness of both Medical leadership and Field teams. We measure -



Functional and brand alignment - How aligned are the medical team to the functional elements of the field medical role? Do medical teams believe in the relevant elements of brand direction and prioritisation? Does it meet with leadership expectations?



Functional development - Where do medical teams see opportunity to further evolve the field medical role? What are the strengths to build from?



Engagement capability - How confident are field medical teams discussing the prioritised scientific communication topics? How can their HCP engagement skills be strengthened?





What do our Medical clients say about us?

“STEM is a great tool... to check the strategic alignment of the medical team with the overall brand strategy”

Executive Vice President, Medical

“An extremely useful objective measurement of the effectiveness of the medical engagement of the MSL team”

MSL Manager

For further information visit our website at www.stemhealthcare.com

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