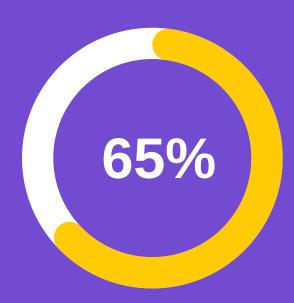
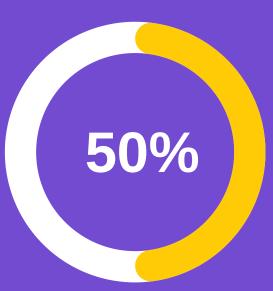
HOW DIGITAL TECHNOLOGY AFFECTS THE PHARMA SALES PROCESS



OF PHARMA SALES REPS THE MOST IMPACTFUL CONTENT TO SEND TO PHYSICIANS.



OF MARKETING OUTREACH TO DOCTORS OCCURS MOSTLY THROUGH DIGITAL COMMUNICATIONS.

ACCESS TO PHYSICIANS IN-PERSON IS DECLINING

2015 46% 2017 44% 2020 13%

of HCP engagement with pharma sales reps is done via mobile.

PHYSICIANS PREFER HYBRID COMMUNICATION

87%

HEALTHCARE PROVIDERS WANT EITHER ALL VIRTUAL OR A HYBRID MODEL EVEN AFTER THE PANDEMIC

74%

OF HCPS ARE ON PHARMA WEBSITES TO FIND CLINICAL TRIAL INFORMATION

Today, the average amount of time spent in a sales call hovers around

1-3 minutes



https://www.p360.com/blog/5-ways-innovative-technology-increases-pharma-sales-growth/

https://www.bluenovius.com/healthcare-marketing/pharma-sales-reps-struggling/

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https://www.p360.com/blog/how-to-measure-pharma-salesforce-effectiveness-the-right-way-2/ https://www.pharmexec.com/view/post-pandemic-physician-engagement-4-areas-to-consider-when-rethinking-your-sales-talent-and-their-

https://www.intouchg.com/blog/healthcare-marketing/physicians-remain-hesitant-to-see-reps/