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BEST PRACTICES FOR HCP ENGAGEMENT

NO APP. NO LOGIN. NO FRICTION.

With the increasing adoption of digital technologies by healthcare professionals (HCPs), pharmaceutical representatives are stepping up their engagement game. Text messaging, in particular, has emerged as one of the most popular channels that HCPs utilize. Research shows that 80% of HCPs use text messaging to communicate, not just with patients, but with colleagues and pharmaceutical reps as well. This means that pharma reps have a new and powerful tool at their disposal, one that can help them build better relationships with HCPs and ultimately drive sales.

But what makes text messaging so effective, and how can it be best utilized?

Let's take a closer look.

Catering to the Needs of Digital Native HCPs

When it comes to communication preferences, understanding the demographic composition of HCPs becomes crucial. Presently, 70% of HCPs belong to the digital native generation. These physicians exhibit diverse preferences, with specific segments relying on digital platforms as their primary sources of information. Consequently, pharmaceutical companies must demonstrate flexibility in their engagement strategies with HCPs, adapting to their preferences and aligning with their business and time requirements.

Evolution of HCP Expectations

The world of healthcare has been rapidly changing due to advancements in technology. This has led to increased adoption of digital technologies by HCPs, providing pharma reps new opportunities to engage with them. One of the most popular channels that HCPs engage with is text messaging.

Irrespective of whether HCPs belong to the digital native generation or not, their needs and behaviors are undergoing transformations, and pharmaceutical companies often fall short of meeting their expectations. The following are some of the challenges reported by HCPs when engaging with the pharmaceutical industry:

<20%

Less than **20% of HCPs** find personalized messages that cater to their specific needs.

89%
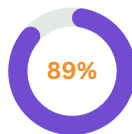
An overwhelming 89% of HCPs express a desire to **access meetings online.**

9%
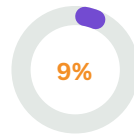
While 16% of HCPs prefer medical education, only **9% actually receive** relevant content in this area.

While most pharmaceutical companies believe they are striving to align with HCP preferences, the data indicates that there is still room for improvement. With each company managing its own tools, portals, channels, and applications, HCPs are finding it increasingly difficult to locate the relevant and personalized information they require. Maintaining current contacts for every brand they interact with poses an additional challenge for HCPs. When they need timely information between meetings and events, it often becomes cumbersome to determine which field representatives and companies to reach out to.

Considering the multitude of changes occurring in HCP demographics, preferences, business needs, expectations, and behaviors, it is imperative to shift the paradigm of pharmaceutical engagement and embrace pull communication, allowing HCPs to proactively access the information they need.

And here is why text messaging solves this pain point..

Convenience and Efficiency

One of the main reasons why HCPs prefer text messaging is its convenience and efficiency. Instead of waiting for phone calls or emails, they can receive and respond to text messages in real time, on the go. This means that pharma reps can reach HCPs whenever and wherever, whether they're in their office, at home, or in between appointments. Moreover, text messaging requires no special tools or devices - just a smartphone with a messaging app. This makes it easy for HCPs to access and use, without any additional learning curve or training.

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Personalization and Engagement

Another key advantage of text messaging is its personalized and engaging nature. Unlike phone calls or emails, which may feel more formal or scripted, text messages can be customized and tailored to each HCP's needs and preferences. For instance, pharma reps can use text messaging to send personalized messages, reminders, alerts, and updates that are relevant and timely. They can also use emojis, GIFs, and multimedia content to make their messages more engaging and memorable. This can help pharma reps stand out from the crowd and create a stronger bond with HCPs, based on trust and mutual respect.

OPEN RATES

Text Messages	98%
Email	30%

Analytics and Insights

Another advantage of text messaging is its ability to provide pharma reps with valuable analytics and insights. Unlike phone calls or emails, which may be harder to track and measure, text messages can be easily monitored and analyzed. This means that pharma reps can evaluate the success and impact of their messages, based on various metrics such as open rates, response rates, click-through rates, and conversion rates. They can also use data analytics tools and software to segment and target HCPs based on their preferences, behaviors, and needs. This can help pharma reps optimize their messaging strategies, improve their ROI, and ultimately provide better value to HCPs.

Understanding the Needs of HCPs

HCPs form the backbone of the healthcare industry. They work day and night, maintaining patients' health, and guiding them to lead a better life. Nevertheless, they have their own set of needs that must be met to guarantee optimum results for patients, as well as to preserve their well-being. And to help them do that, pharmaceutical reps can adopt the following practices.

Adopting a Personalized Approach

A personalized approach to communication is critical in establishing relationships with HCPs. Rather than deploying a one-size-fits-all sales pitch, every interaction with an HCP should be tailored to their unique needs and preferences. Personalization can be achieved through various means, including customizing content, timing, and communication channels based on the HCP's past behavior.
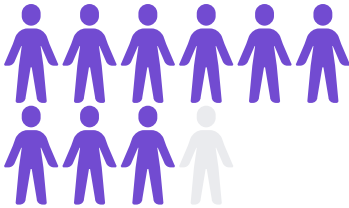
97%

Text message marketing offers a read rate within 15 minutes of delevry

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Leveraging Technology to Enhance Engagement

The rise of digital communication has opened up a new world of opportunities for pharma reps to enhance their engagement with HCPs. Technology can be used to deliver personalized messaging and content, making it easier for manufacturers to communicate with HCPs in the way that suits them best. Emails, social media, and messaging apps are all effective channels for communication with HCPs.

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Improved Sales Efficiency

The right technology can help pharmaceutical sales teams work more efficiently. By automating time-consuming tasks like data entry and prioritizing lead lists, sales reps can spend more face time with prospects. With more opportunities to showcase their expertise, they can build trust and credibility with potential customers. With technology, businesses can minimize the time needed to complete repetitive tasks, giving way to productivity.

Enhanced Sales Visibility

Another benefit of deploying the right technological solutions is visibility into sales performance. Sales managers can analyze data to understand which processes work best and which tools are being underutilized.

They can then make informed, data-driven decisions to optimize the sales process. Real-time visibility helps them identify where issues exist so they can remedy them promptly and efficiently.

WORLDWIDE:

23,000,000,000

SMS Text Messages are sent a day

Reduced Sales Cycle

Pharmaceutical sales often involve lengthy sales cycles and high-value transactions that require significant investment in time and resources.

In addressing sales and revenue issues, technology cuts through these challenges by enabling faster, more efficient communication between sales representatives and prospects, resulting in shorter sales cycles.

Streamlining the sales process allows reps to focus more on building relationships with potential customers, minimizing the amount of time needed to close deals

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Implementing ZING For Sales Success

The ZING Engagement Suite is a powerful tool to help pharma reps connect with HCPs and enhance their engagement. But what is ZING? ZING is a state-of-the-art digital engagement platform designed specifically for pharmaceutical reps. With its advanced features, ZING provides a seamless way to engage HCPs through a range of channels.

Forms · SMS · Co-Browse · Voice Calls · Signature · Video Calling · Intelligent Bot · QR Code · Scheduling

How ZING improves HCP engagement

ZING addresses all the pain points associated with traditional HCP engagement methods by enabling pharma sales and marketing teams to do all the following, and more.

- **·Exchange SMS messages with HCPs:** ZING's two-way text messaging capabilities enable pharma reps to exchange messages with HCPs in support of logical and promotional messages, including digital media and attachments. Compliance-approved templates and messages can be preloaded into the system, so that prescribers don't receive content they shouldn't. HCPs receive messages with ease and that are native to their mobile devices via SMS or WhatsApp.

- **·Engage in two-way voice calling:** ZING supports 1:1 voice communication between reps and HCPs from the same platform as SMS messaging. Reps are equipped with personalized phone numbers with local area codes for each territory. No special apps are required; users talk on their standard mobile phones and can separate work calls from personal.

- **Initiate instant video calling:·**With ZING, no installations are required for the invitee or host. And invitations can be sent via text message. The solution includes full video conferencing capabilities that are compatible with any device or browser. The user interface (UI) can even be custom branded.

- **Embedded video anywhere:** ZING enables instant video calling from any digital channel. Call buttons can be embedded in presentations, IVAs, branded materials, websites, CRM systems, etc. And the best part is that software installation isn't required for the HCP.

- **Deploy intelligent bots:** ZING can even power pharma reps with automated responses to inbound requests (e.g., co-pay card requests). And when needed, reps can seamlessly transition back to themselves. The bots can even be personalized for each territory, rep and brand.

- **Capture signatures instantly:** Standard forms can be uploaded to the ZING platform and then sent via text message for electronic signature. ZING also makes it easy to integrate data and documents into systems of record.

- **Make communication easy with QR codes:** ZING makes it easy for pharma reps to provide HCPs with QR codes, which is a type of barcode that can be read by a smart phone. Like links, QR codes enable instant text, call or video communication. The QR codes can even be personalized for each brand. And they can be programmed to connect directly to the appropriate rep.

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- **Co-Browse and share forms:** ZING enables pharma reps to work collaboratively with HCPs and staff. Reps can share forms and other important documents without the need for in-person visits, email or fax machines. And pharma teams can collect, validate and process information instantly with no additional software required on the HCP's end.

- **Easy scheduling:** ZING includes a smart scheduling engine that helps reps easily book multiparty appointments. HCPs can accept or suggest available times instantly. And calendaring integrates easily with MS Office.

- **AI-powered content moderation:** ZING's built-in, AI-powered content moderation tools help ensure that HCPs never get the wrong message. The system can be programmed to block certain words and phrases. And it can also be used as an added layer of protection for compliance.

ZING makes HCP Engagement Easy

With ZING, pharma teams can exchange compliance-enabled two-way unified messaging with HCPs without barriers. There are no apps for end-users to download and there are no subscriptions for them to deal with. To HCPs, ZING offers a seamless, hassle-free experience that's seen as nothing different than their normal method for receiving texts. To do this, ZING uses native text messaging on an HCP's iOS or Android device with pre-built integrations with major CRMs.

ZING also makes it easy for pharma IT teams in terms of data management and integrity for things like territory alignments, roster changes and other specific data integration needs. Compliance can track every communication, end-to-end. And managers can measure activity and results with ZING's powerful dashboards.

80% of emails to HCPs go to spam. Choose ZING.

Final Thoughts

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