

European HCP Engagement Trends

How digital channels are changing the way reps and HCPs communicate in Europe

Digital Engagement Sets New Records



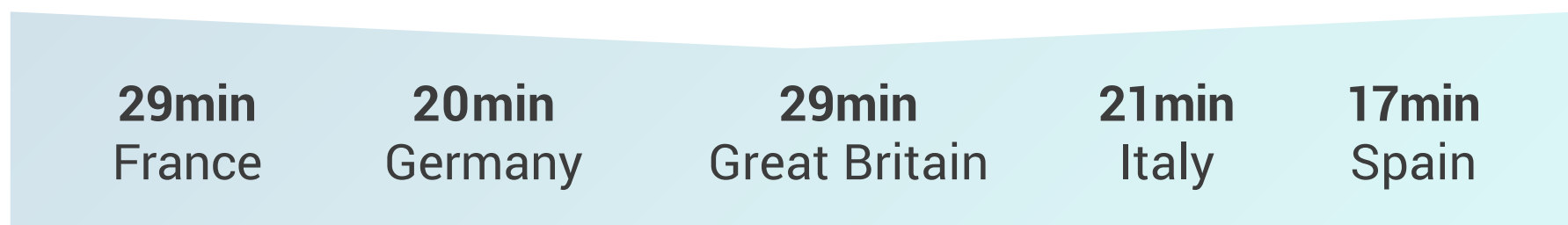
Increase in Europe in **virtual rep-to-HCP meetings**



Virtual Meetings Facilitate More Meaningful Discussion



Meeting duration in Europe vs. **3min** in-person



Email Strengthens Rep-to-HCP Engagement



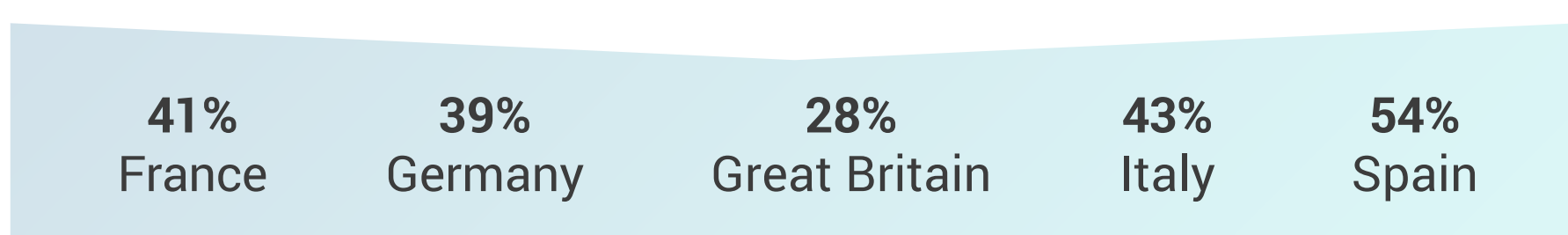
Rep-sent emails **increase** in Europe



HCPs Find Greater Relevance in Rep-Sent Emails



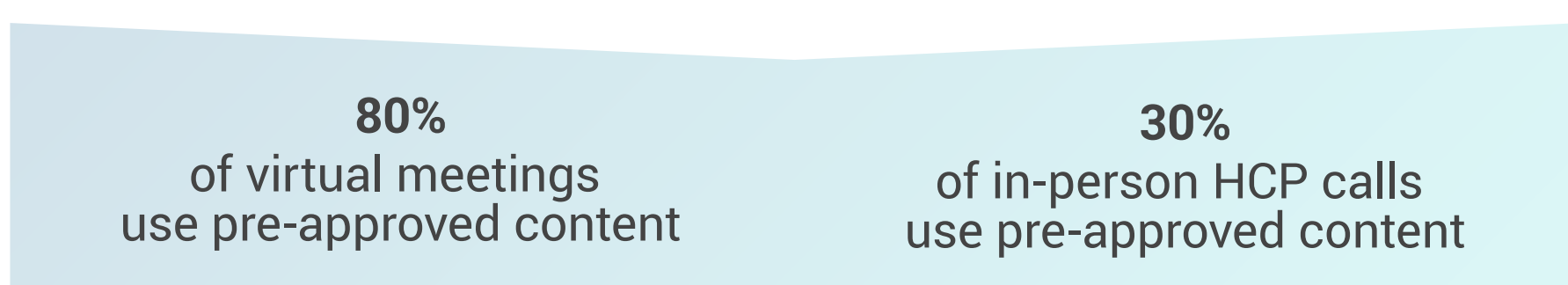
Open rate in Europe



Digital Engagement Requires More Content, Faster



More digital content vs. print globally



Source: Data from the 2021 Veeva Pulse Report



Get regional comparisons and recommendations for digital engagement

[Read the full report](#)