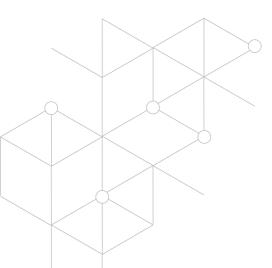
Veeva

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

2x **3**x **5**x 32x 2x **Great Britain** Italy Spain France Germany

Virtual Meetings Facilitate More **Meaningful Discussion**



vs. 3min in-person

29min 20min 29min 21min 17min **Great Britain** Italy France Germany Spain

Email Strengthens Rep-to-HCP Engagement



2x **4**x **3**x **2**x **4**x Germany **Great Britain** Italy Spain France

in Rep-Sent Emails

HCPs Find Greater Relevance



39% 28%

43%

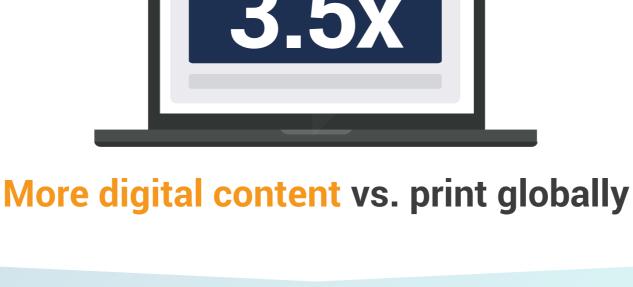
54%

41%

Great Britain Germany Italy Spain France

More Content, Faster

Digital Engagement Requires



80% 30% of virtual meetings of in-person HCP calls

use pre-approved content use pre-approved content

Source: Data from the 2021 Veeva Pulse Report



recommendations for digital engagement

Get regional comparisons and

Read the full report



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