

Remote Engagement Maturity Levels

Where is your organization?

As HCPs and field teams emerge from the pandemic, a return to the legacy in-person, business-as-usual engagement seems highly unlikely. Success now depends on how well and how fast life sciences companies can adopt digital engagement as the centerpiece of a hybrid approach.

Use these levels to assess where you are on your journey and plan your progress.



LEVEL 01 INITIATE REMOTE ENGAGEMENT

- ✓ Enable the remote engagement **technology**
- ✓ **Train users** on the technology
- ✓ Develop troubleshooting skills and interface tips
- ✓ Run **pilots** with selected HCPs

LEVEL 02 ESTABLISH REMOTE ENGAGEMENT

Soft skills are key to remote interactions with HCPs
UPSKILL TEAMS: Eye contact, posture, audio and lightning quality, active listening, and time management skills

- ✓ Empower users with **soft skills**
- ✓ Expand to **all HCPs targets**
- ✓ **Leverage existing content** on brand messages
- ✓ **Track basic KPIs**

- Total number of remote meetings
- Engagement date and time
- Average meeting duration
- HCP satisfaction
- Top CLM content shown



LEVEL 03 OPTIMIZE FOR HYBRID MODEL

- ✓ **Orchestrate channels** to push the right content at the right time
- ✓ **First line managers coach** teams regularly
- ✓ Encourage **role-playing** to address training gaps
- ✓ Develop **specific content** with the optimized format and topics for remote: educational programs, scientific discussion, patient cases
- ✓ **Track additional KPIs**

- Number of attendees per remote meeting
- Number of unique reps conducting remote meetings
- Duration of meetings per Content
- Meeting Invitations open and click-through performance



LEVEL 04 LEAD THE WAY

- ✓ Drive integrated customer journeys and **customer-centric** engagement
- ✓ Develop a **push & pull** customer engagement model
- ✓ Fully deliver on **HCP preferences & profile**
- ✓ **Track advanced KPIs**

- Net promoter score
- Assign targets and goals for digital channels in multichannel cycle plans



"Digital engagement not only makes our field force more productive, it has been adopted as one of the preferred ways to interact for many doctors."

Alex Renner
Global Head of IT Marketing and Sales
at Boehringer Ingelheim

Visit the Digital Engagement Hub for more remote engagement trends and best practices.

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