

Veeva





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.



INITIATE **REMOTE ENGAGEMENT**

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

ESTABLISH REMOTE ENGAGEMENT

UPSKILL TEAMS: Eye contact, posture, audio and lightning quality, active listening, and time management skills

Soft skills are key to remote interactions with HCPs

- 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





OPTIMIZE FOR HYBRID MODEL

at the right time

Orchestrate channels to push the right content

- 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 a attendees per remote meeting
 - Number of unique reps conducting remote meetings Duration of meetings per Content

Meeting Invitations open and click-through performance

- LEAD THE WAY Drive integrated customer journeys and
- Develop a **push & pull** customer engagement model

customer-centric engagement

- Fully deliver on HCP preferences & profile **Track advanced KPIs**

Net promoter score

Assign targets and goals for digital

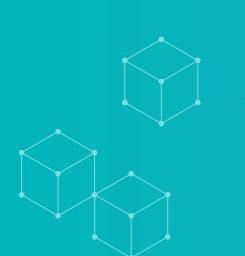


Alex Renner Global Head of IT Marketing and Sales at Boehringer Ingelheim

"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."



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



