

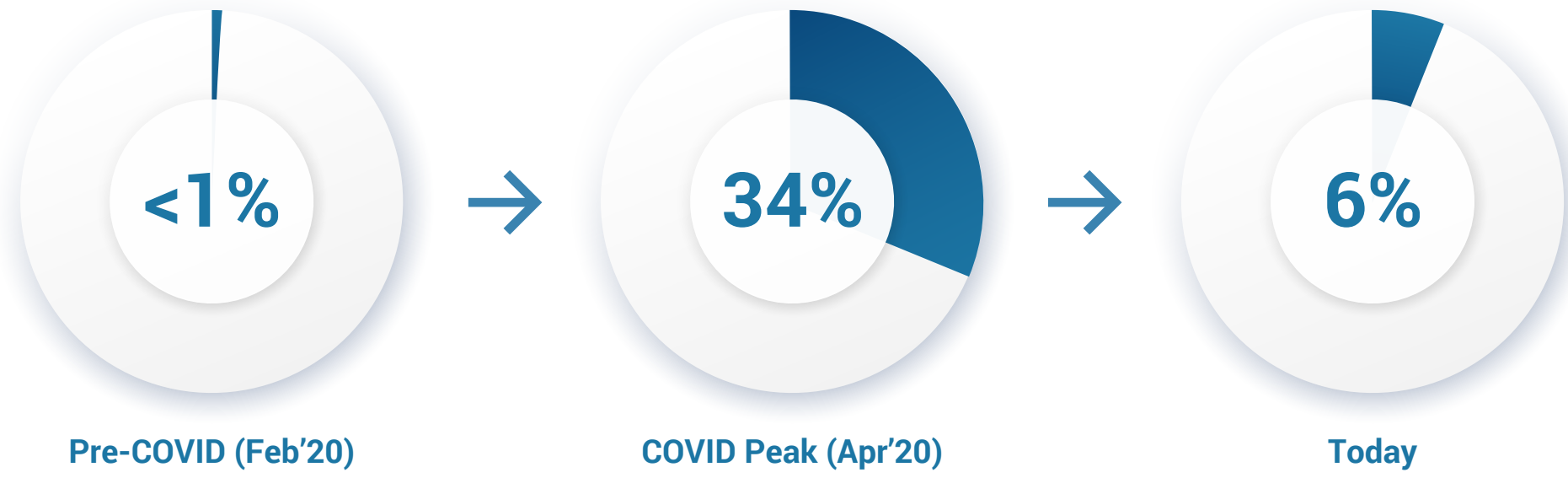
New Patterns in Patient Behavior: Assessment of Post-Pandemic Trends

July 2022

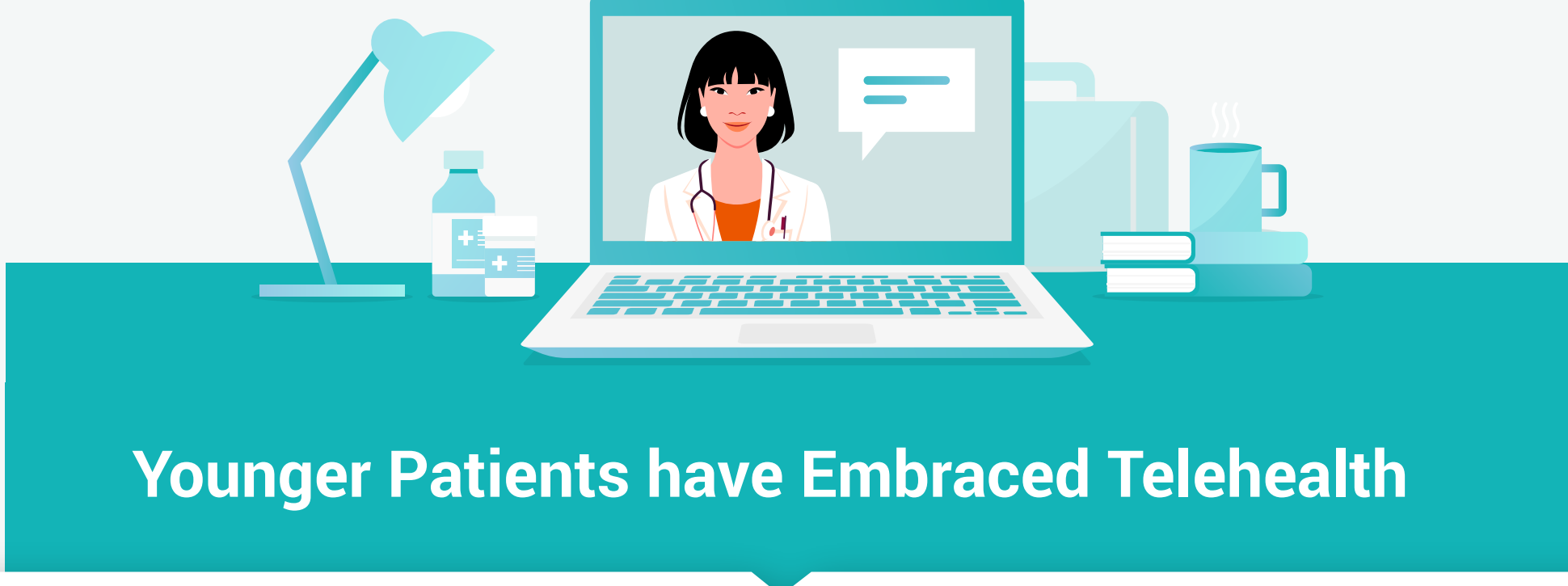
From the adoption of telehealth to how often patients fill their prescriptions, health data from Veeva Crossix reveals how patient behavior has evolved over the past two years.

Telehealth is Here to Stay

% HCP Visits via Telehealth

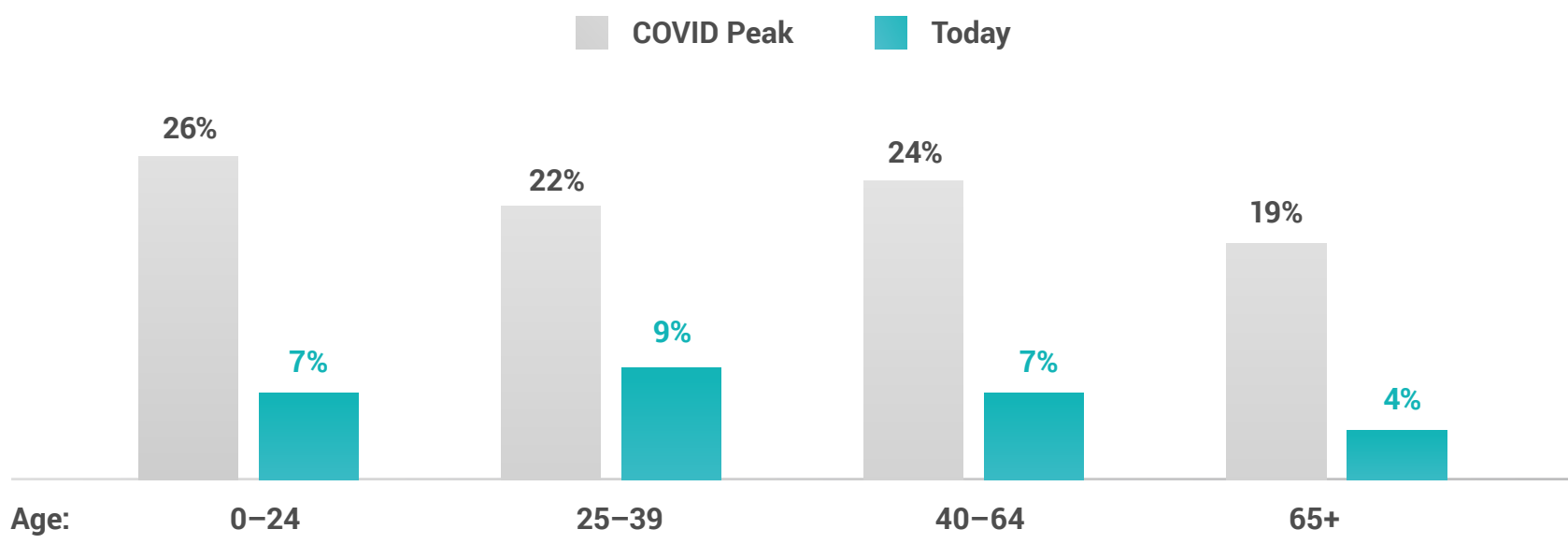


Source: Veeva Compass, 2019 - 2022



Younger Patients have Embraced Telehealth

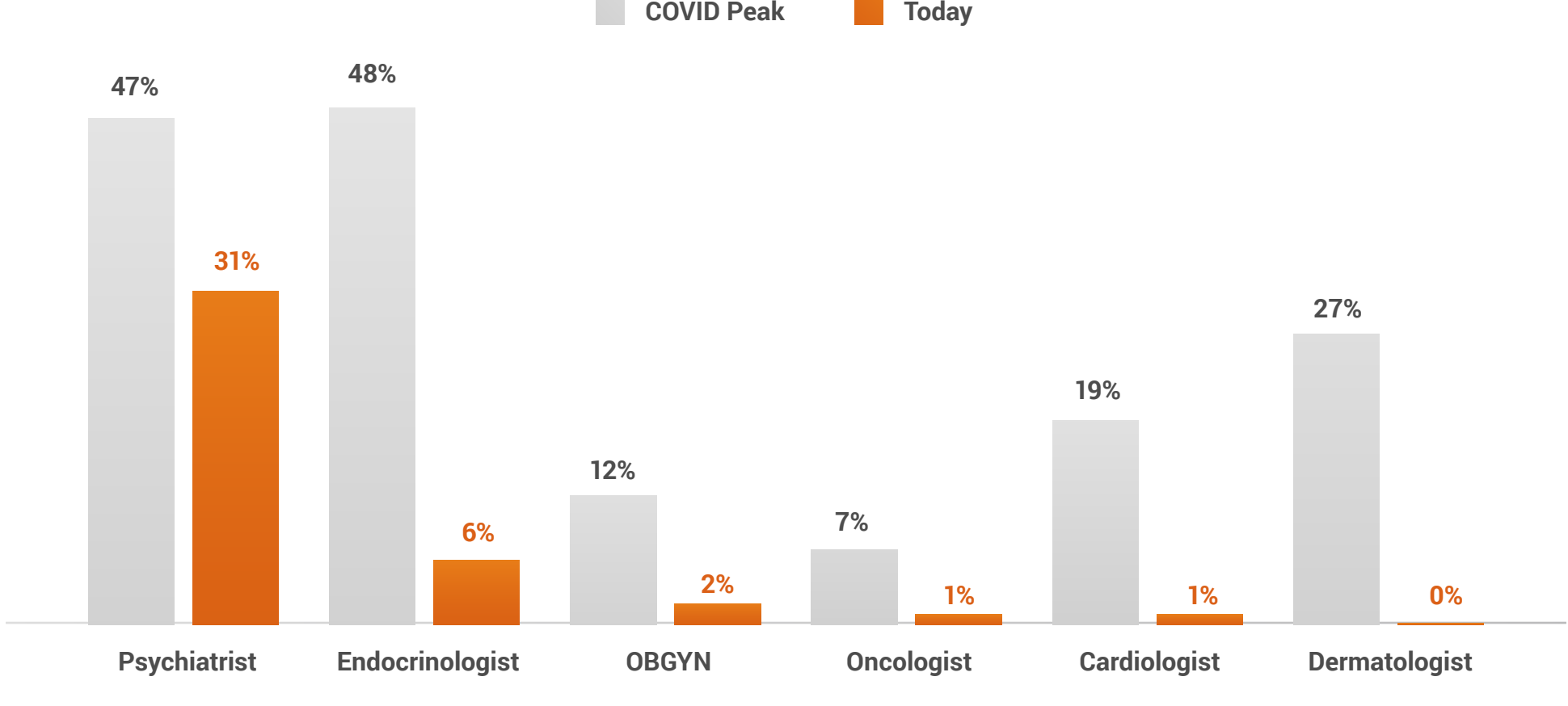
% of HCP Visits via Telehealth, by Patient Age Group



Source: Veeva Compass, 2020 - 2022

Use of Telehealth Varies Across Specialties

% of Specialist Visits via Telehealth

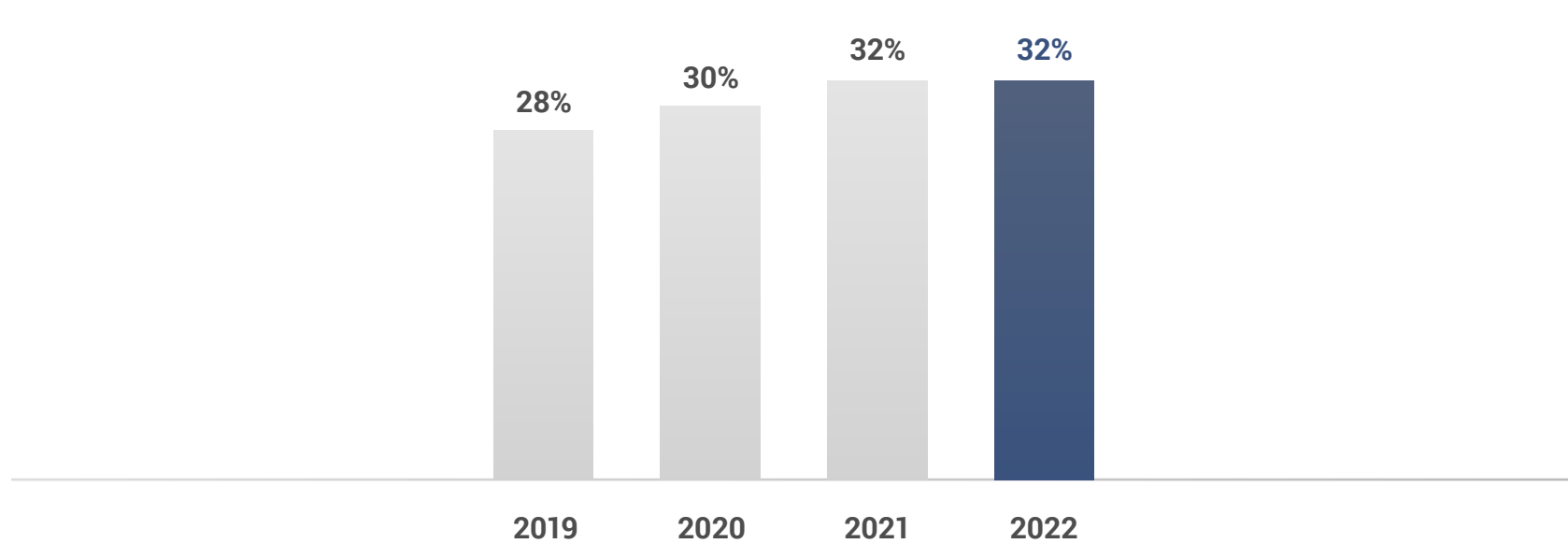


Source: Veeva Compass, 2020 - 2022

Refill Behavior is Evolving

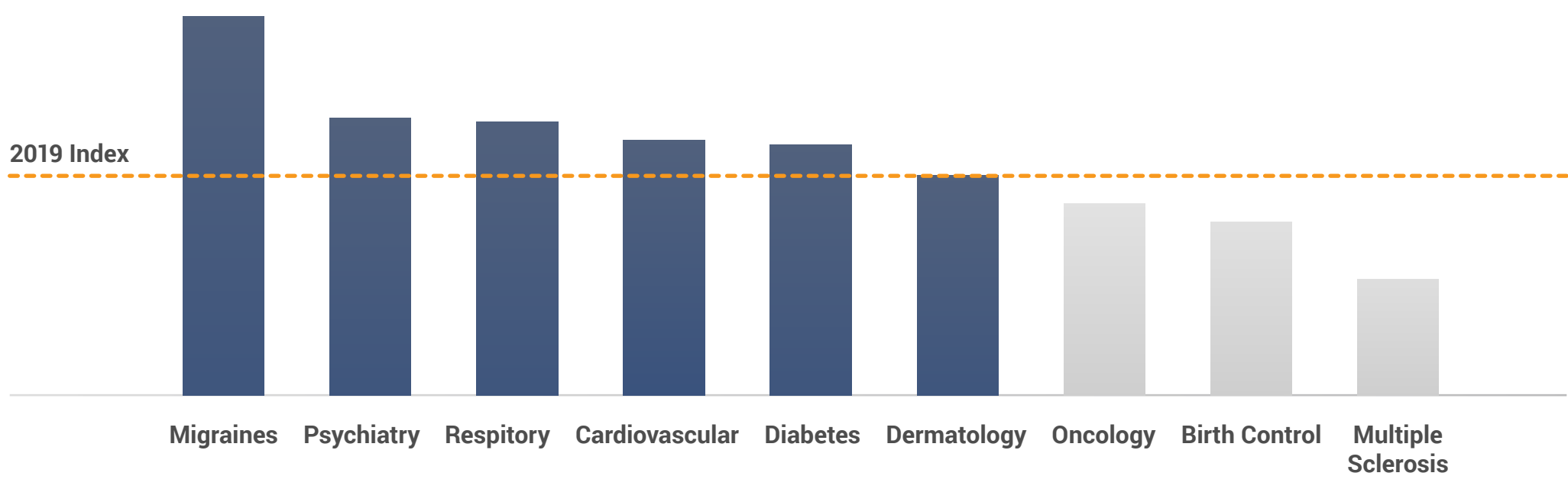
In the early days of the pandemic, there was a 2% increase in the number of 90-day prescriptions filled. The trend has increased over time, with significant differences in treatment categories.

% of 90-Day Patient Fills (TRx) of Oral Medications



Source: Veeva Compass, 2019 - 2022

% of 90-Day Patient Fills (TRx) of Oral Medications by Treatment Category 2022 Indexed to 2019



Source: Veeva Compass, 2019 - 2022

*Oral medications in the migraine category are growing overall. Historically, the category was dominated by injectable medications, but new oral treatments are now available.



As patient behavior has changed, marketers are adapting their communication strategies to support patients and HCPs.

For more insights into new trends and strategies in DTC and HCP marketing, read the [2022 Trends in Health Advertising Report](#).