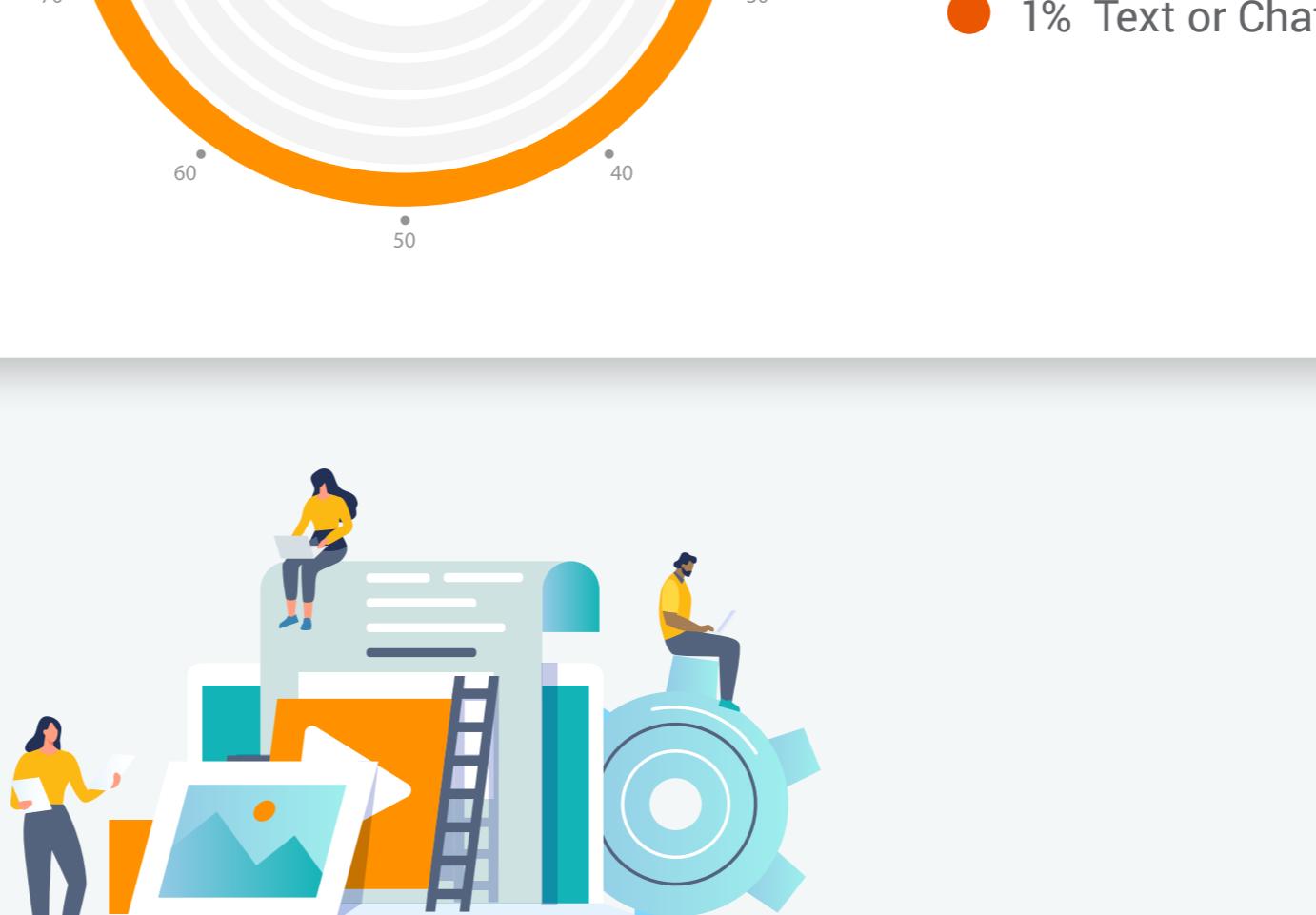


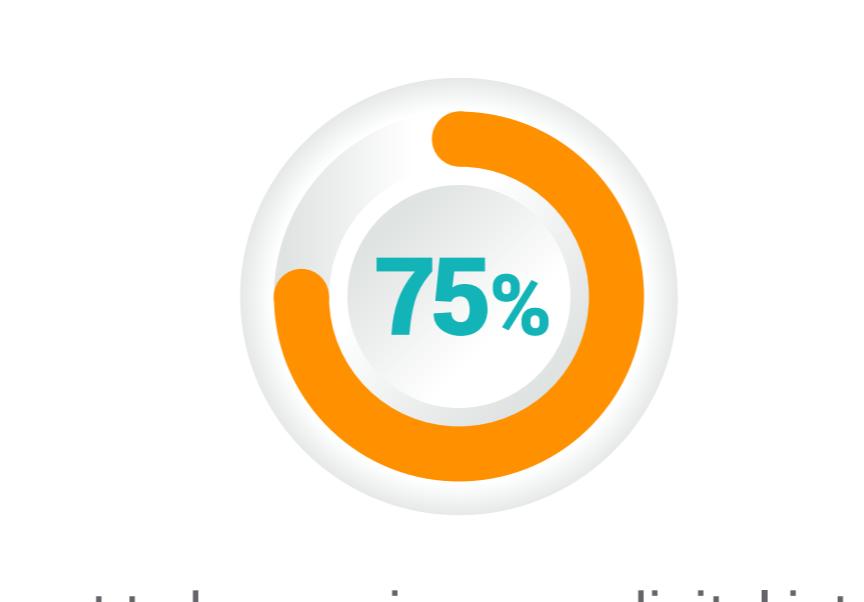
4 Trends Driving Omnichannel Field Engagement

How is HCP engagement changing? What are the right channels to focus on? Veeva Pulse Insights from more than 80% of global HCP-field engagement activities reveal industry data points to inform your strategy.

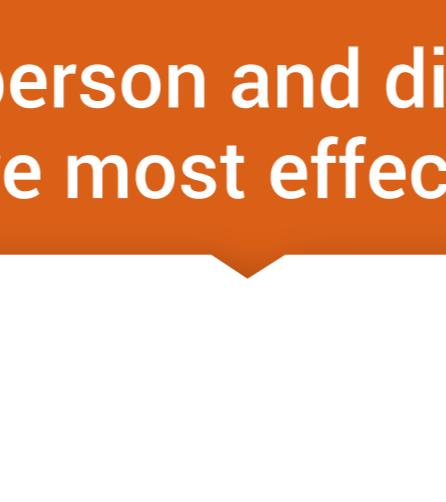
Field teams are using a mix of virtual and in-person engagement



¹ Veeva Pulse Field Trends Report, July 2022



Digital engagement is here to stay



HCPs want to keep or increase digital interactions²

² "Doctors' Changing Expectations of Pharma Are Here to Stay," BCG, September 2021

Blended in-person and digital channels are most effective

3x

Greater promotional response from video meetings when combined with in-person³

3x

Leaders average up to three video meetings per week⁴

³ Veeva Pulse and Veeva Data Cloud, January 2019–September 2021

⁴ Veeva Pulse Field Trends Report, July 2022

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