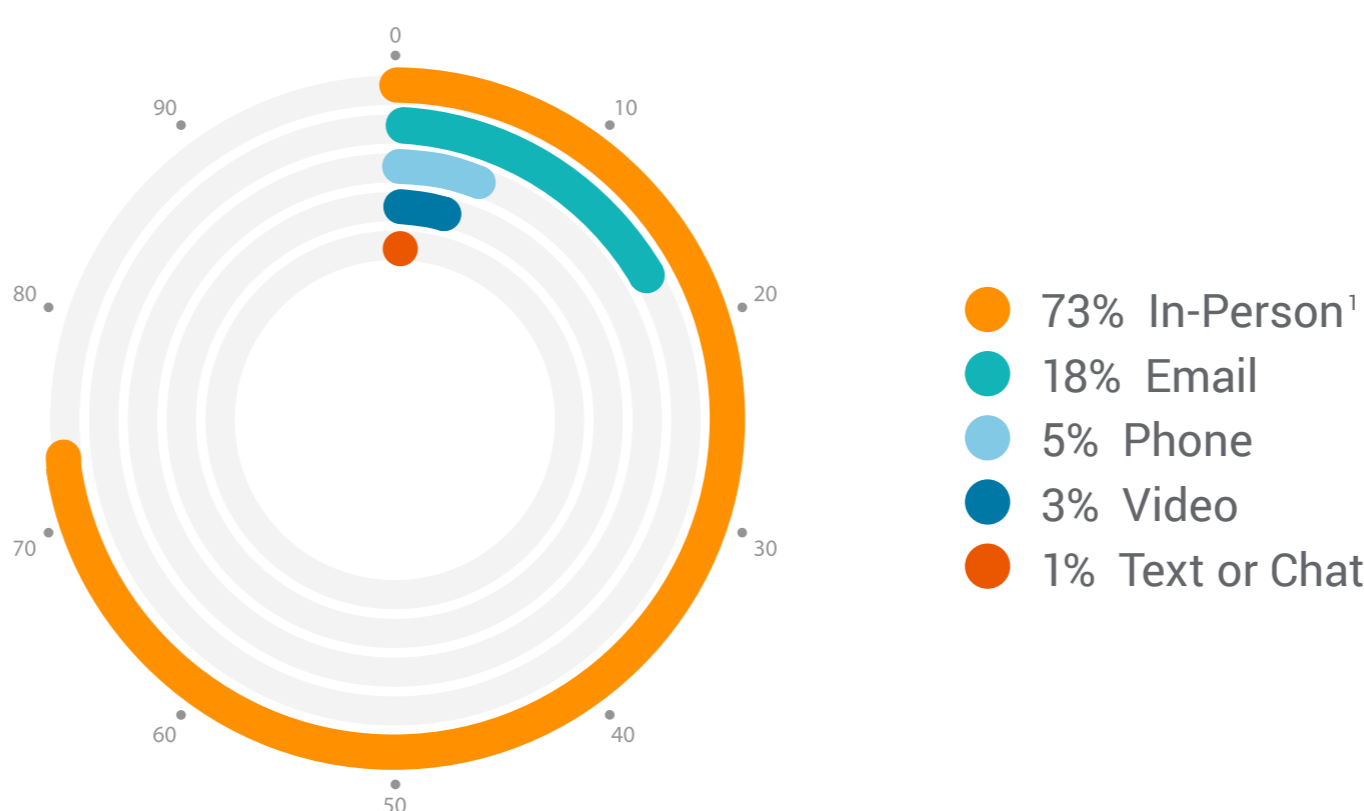


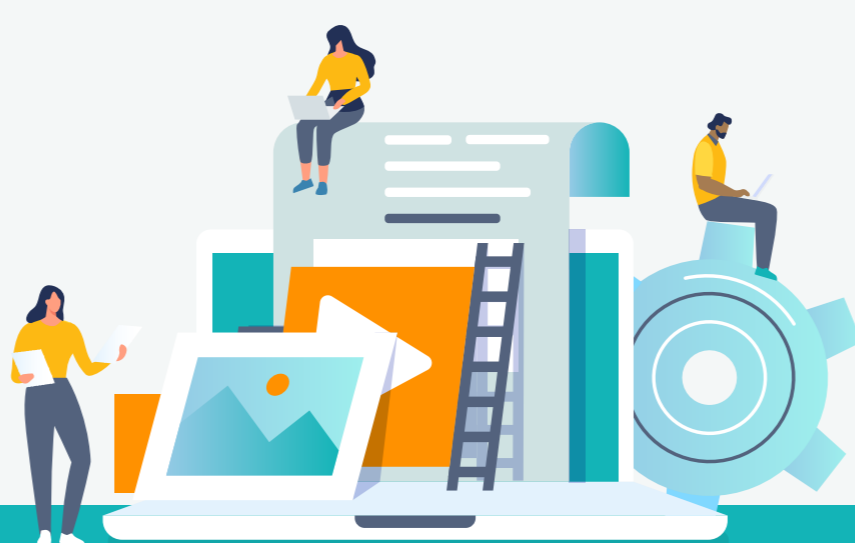
# 4 Trends Driving Omnichannel Field Engagement

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



<sup>1</sup> Veeva Pulse Field Trends Report, July 2022



## Digital engagement is here to stay



HCPs want to keep or increase digital interactions<sup>2</sup>

<sup>2</sup> "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-person<sup>3</sup>

3x

Leaders average up to three video meetings per week<sup>4</sup>

<sup>3</sup> Veeva Pulse and Veeva Data Cloud, January 2019–September 2021

<sup>4</sup> Veeva Pulse Field Trends Report, July 2022

## Content drives improved promotional response



Content usage globally with CRM Engage



vs. other video platforms<sup>5</sup>

21mins

CRM Engage meetings are 4-5 times longer than in-person, more content sharing opportunities

<sup>5</sup> Veeva Pulse Field Trends Report, July 2022

Get an exclusive view into global engagement data from **130 million** HCP-field interactions: [veeva.com/FieldTrends](https://veeva.com/FieldTrends)