

VEEVA PULSE FIELD TRENDS REPORT

Digital Content More Than Doubles Promotional Response

When sales reps share digital content during meetings with healthcare professionals (HCPs) it has a measurable promotional impact – but more than 60% of rep-HCP interactions miss the opportunity. New Veeva Pulse data shows that focusing on high-impact content and training your field team on effective usage can improve commercial success.

Veeva Pulse data – the largest ever analysis of 600 million annual HCP-rep interactions globally across more than 80% of the industry – for Q4 2022 reveals that:

1. Sales rep calls that share digital content **drive 2.5x new patient starts** over calls that don't share content.
2. Globally, field teams **share digital content in just 39% of meetings**, underscoring the opportunity to use content more frequently and effectively.
3. Field teams that use content the most **outpace lagging companies at a rate of 4:1**, a significant competitive advantage.
4. Even though biopharmas created 20% more content over the previous year, **77% of that content is rarely or never used** by field teams.

Although this data shows that content can and should be used more widely to engage HCPs, creating more content isn't the answer – in fact, it could be slowing you down. This is why leading biopharmas are focusing on content assets with high field buy-in and a measurable impact on HCP engagement to drive commercial success.

Read on for **Veeva Business Consulting's** in-depth analysis of content usage and recommended actions.

Thank you,



Dan Rizzo

Vice President, Business Consulting, Veeva

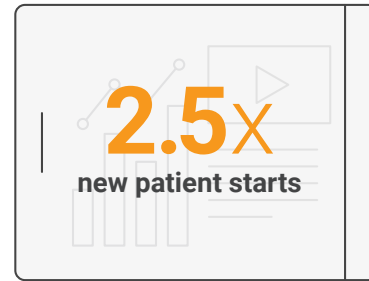
Digital content usage drives 2.5x new patient starts

As detailed in previous Pulse reports, **HCP access is better than you might think**, but it can still be a challenge for biopharma field reps to reach target HCPs. Once they do, making the most of these limited opportunities is essential for commercial success.

Veeva Pulse and Compass data show that sharing digital content during HCP meetings drives new patient starts 2.5x more than meetings that don't use it. This increased promotional impact is consistent across both in-person and video channels.

Digital content sharing has benefits beyond educating HCPs on the scientific evidence supporting a given treatment and answering common questions. It's also an effective way to **extend meeting duration**, create opportunities for follow-up touchpoints via digital channels, and give your team valuable, measurable data on content effectiveness.

Promotional impact of digital content In-person and video meetings



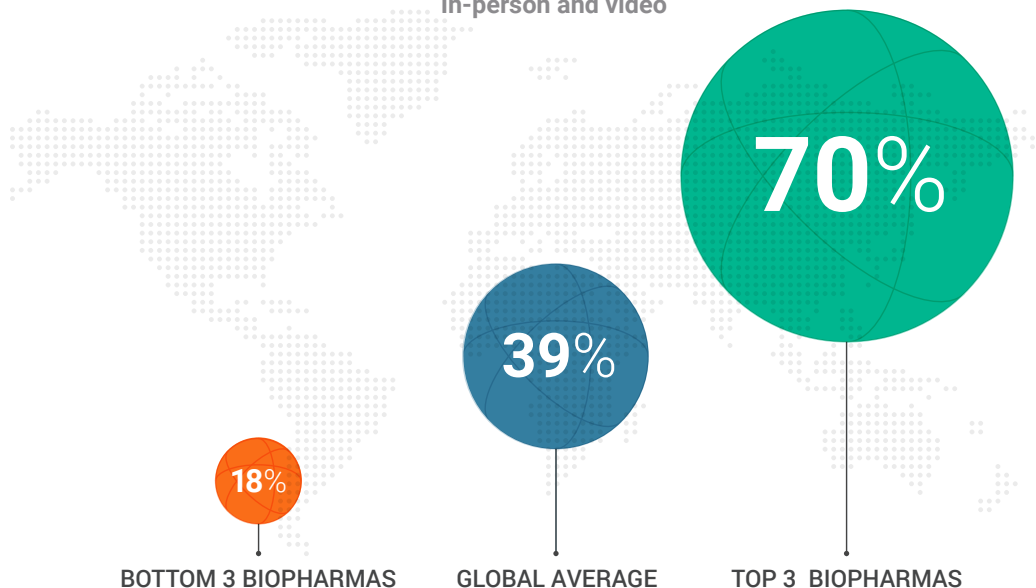
WITH DIGITAL CONTENT VS. WITHOUT

Veeva Pulse and Compass data, U.S., January 2019–June 2021

Content leaders outpace laggards by 4:1

Despite the clear benefits of digital content sharing, global field teams only use it in 39% of HCP meetings on average. Veeva Pulse data also shows a wide gap between companies that use content the most vs. companies that use it the least. The top three organizations use content in nearly 70% of meetings, compared to just 18% for the bottom three organizations, nearly a 4:1 difference.

Percent of rep-HCP meetings using digital content In-person and video



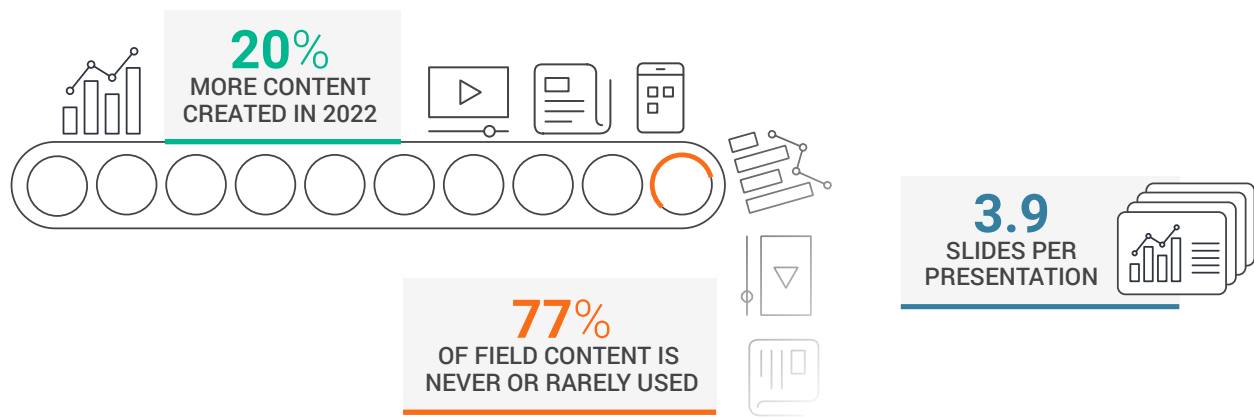
Source: Veeva Pulse data, Global, April 2022–February 2023

Because digital content is shown to have a clear promotional impact, using it effectively is a competitive advantage. Field teams should benchmark their digital content usage against their competitors to identify gaps in their content strategy. Modular content, for example, is just one way to **optimize your content factory** by balancing personalization with speed and scale.

Content quality is more important than quantity

The pandemic put omnichannel marketing strategies – including content – into overdrive. But even as the pandemic wanes, content production continues to increase. Globally, biopharmas created 20% more content in 2022 vs. 2021, with little signs of slowing down. Much of this content – and the resources needed to create it – are wasted.

Veeva Pulse data shows that 77% of field content is never or rarely used. An analysis of slide presentations shown by sales reps during meetings with HCPs shows that the average meeting uses less than four slides. Those few slides, however, can still carry a major promotional impact.



Source: Veeva Pulse data, Global, January 2022–December 2022

Biopharmas should focus their content strategy on fewer content assets that have high field buy-in, get used more frequently, and create impactful discussions with HCPs. This approach can eliminate unused content and redirect resources to training and creating high-impact content that resonates with HCPs. This is a key reason companies like Sanofi are building content strategies that **deliver more connected, personalized HCP experiences**.

Reach out to **Veeva Business Consulting** to find out how you can use this industry data to measure your content strategy relative to the industry, improve field execution, and achieve commercial excellence.