

VEEVA PULSE FIELD TRENDS REPORT

The Doctor Is In(bound): Opening Up Two-Way Communication Doubles Digital Engagement

More than half of the life science industry's R&D spend is on specialty medicines, and an **estimated 70% of drugs in the pipeline** today are potential first-in-class novel treatments. As therapies become more precise and patient populations get smaller, healthcare professionals (HCPs) want on-demand access to resources – in the moment of need – that help patients initiate treatment, from reimbursement support to site certification.

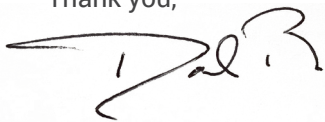
Biopharmas can respond by building on in-person touchpoints with inbound engagement capabilities that allow HCPs to reach out proactively outside of scheduled meetings and traditional detailing. Promotion-focused models incentivizing traditional measures like sales and frequency should give way to service-focused models that prioritize engagement quality and responsiveness on HCPs' terms, strengthening the relationship.

Veeva Pulse data show that field teams who are responsive to HCPs' needs in real time have a vastly different channel mix, with **more than double the amount of digital touchpoints** while **maintaining or increasing in-person activity**. These interactions drive better results, allowing field teams to share meaningful content and drive promotional impact.

As Dave Yates, global product director, GSK, says, "To communicate effectively across digital channels, you need to focus on responsiveness, adding value with the ability to give customers what they need, exactly when they need it."

Read **Veeva Business Consulting's** in-depth analysis to learn how your commercial team can create a service-focused engagement model that delivers with speed and value.

Thank you,



Dan Rizzo
Global Head of Veeva Business Consulting

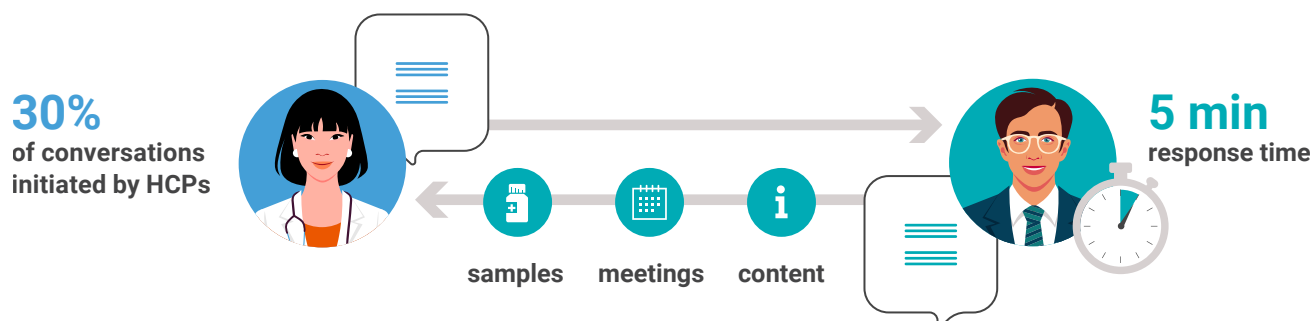


HCPs start 30% of conversations with an inbound channel, and reps can respond in real-time

Inbound channels create opportunities for HCPs to get the resources they need on their terms without waiting on scheduled rep visits. Veeva Pulse data shows that when a compliant chat channel is available, HCPs will start conversations 30% of the time.

Compliant chat allows reps to respond to HCPs' needs with speed and value. On average, reps can respond on compliant chat in less than five minutes by answering questions with compliant content, sending samples for new patient starts, and scheduling meetings to dive into more detail. And, it has clear advantages over other channels like **text and stand-alone chat apps that pose compliance risks** and fragment interaction data.

Establishing a compliant chat channel – and integrating it into your CRM platform – gives the home office and other field teams direct insight into HCPs' needs and connects communication and critical follow-up actions across channels.



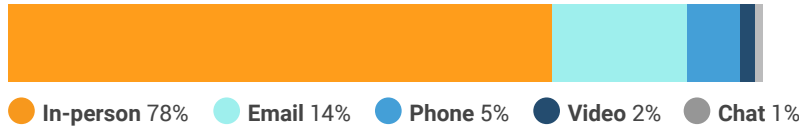
Source: Analysis of Veeva Engage Connect interactions, U.S. Veeva Pulse data, January 2023–September 2023.

Inbound channels more than double digital engagement, keeping in-person the same or better

As in-person meetings return post-pandemic, they have come back in a different way. **HCP access is more selective** than ever before, with most HCPs meeting with three or fewer companies. Eighty-four percent of healthcare professionals (HCPs) say they prefer to maintain or increase the share of **virtual interactions with biopharmas**.

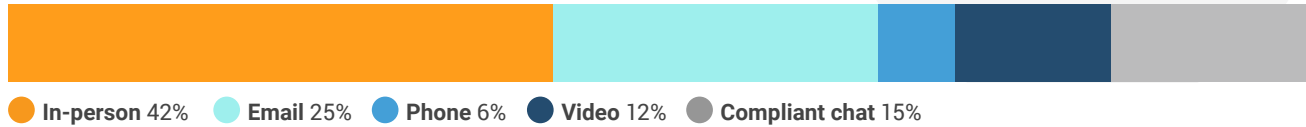
Digital channels – including inbound channels like compliant chat – strengthen the customer relationship with speed and value and increase engagement opportunities. Veeva Pulse data shows that the average global channel mix is 78% in-person and 22% digital. However, companies that supplement in-person and outbound tactics with inbound channels change that mix dramatically to 42% in-person and 58% digital. This approach more than doubles digital touchpoints – **while keeping in-person volume the same or better**.

Traditional Engagement Model



Service-focused engagement creates more overall engagements for field reps **with equal or more in-person meetings**

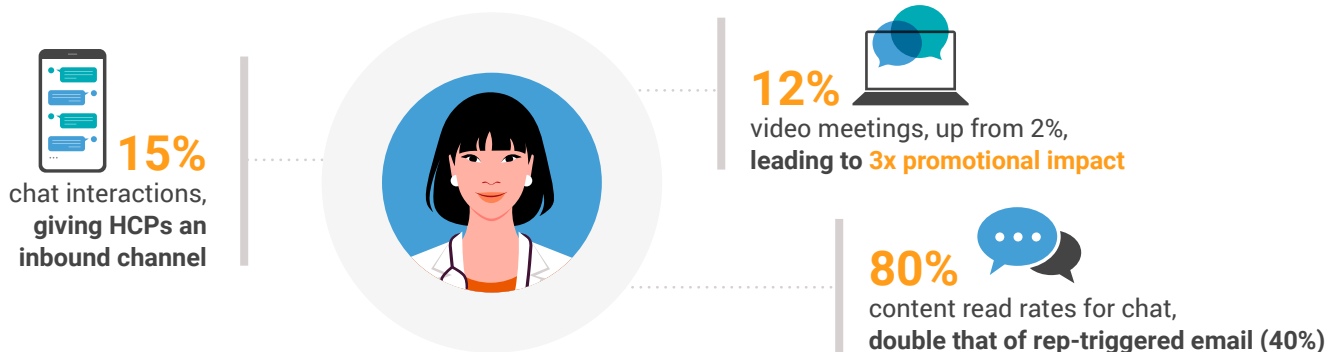
Service-focused Engagement Model



Source: U.S. Veeva Pulse data, January 2023–September 2023.

Responding in the moment of need doesn't just increase interactions – it improves them

Delivering on HCPs' needs in real-time significantly strengthens the HCP relationship, and improves access and efficiency. Reps in this new engagement model see:



Source: U.S. Veeva Pulse data, January 2023–September 2023.

A service-focused engagement model combines meaningful in-person touchpoints with responsive, real-time interactions in between meetings and in the moment of need. Early adopters are laying the groundwork with executive sponsorship, investments in compliant technology, and incentive realignment to focus on strength of relationship measures.

Reach out to **Veeva Business Consulting** to find out how you can use Veeva Pulse data to create a service-focused engagement model for your business.

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