

VEEVA PULSE INSIGHTS IN ACTION

3 Ways Biopharmas Are Using Field Insights to Better Engage HCPs

Healthcare professionals (HCPs) put a premium on interactions with field teams who get them what they need, quickly and reliably. But, only 27% of HCPs say that biopharmas communicate with them in a relevant and personalized way, according to data from the Digital Health Coalition.

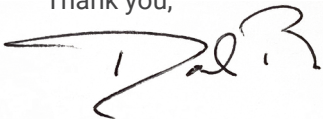
The **Veeva Pulse Field Trends Report** is addressing this disconnect by revealing untapped insights into HCP engagement based on an analysis of 600 million HCP interactions across more than 80% of biopharmas worldwide. Now, biopharma field teams are turning these insights¹ into action:

- **Kyowa Kirin** is closing the gap between content creation and field use, as **new patient starts are 2.5 times more likely** when reps share digital content in meetings with HCPs
- **Lundbeck** is using real-time intelligence to target KOLs, as treatment adoption **improves by 1.5 times** when field medical provides early disease-state education
- **Boehringer Ingelheim** is strengthening the rep-HCP relationship with compliant chat, which **more than doubles digital engagement**, keeping in-person the same or better

Empowering field teams with the right content, the right engagement opportunities, and the right channels builds strong customer relationships that create lasting value for HCPs and patients.

Read **Veeva Business Consulting's** in-depth analysis to learn how these industry leaders are combining data and technology to engage HCPs more effectively.

Thank you,



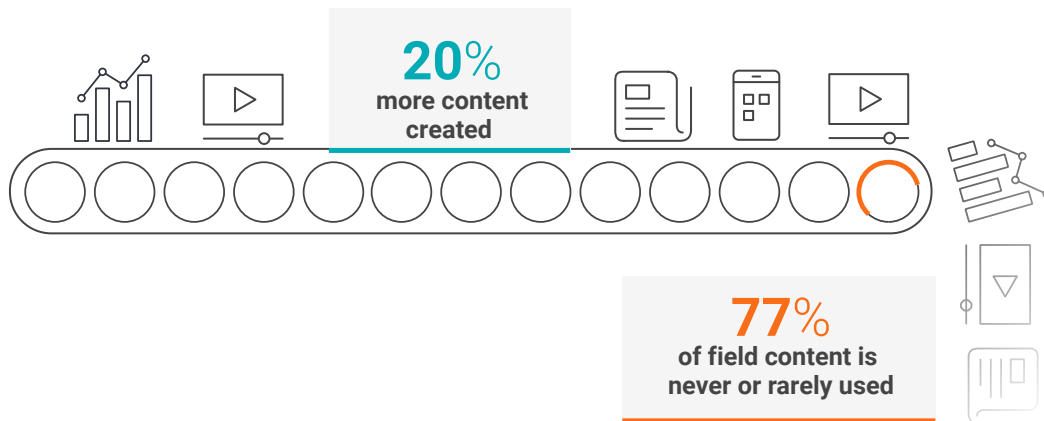
Dan Rizzo
Global Head of Veeva Business Consulting



¹ Bolded insights are from Veeva Pulse data and not specific to mentioned biopharmas.

1. Maximize digital content adoption with your field team

When sales reps use digital content during HCP calls, it **drives 2.5 times more new patient starts** than meetings that don't use content, according to Veeva Pulse data. But, field teams don't share digital content in six out of 10 meetings. And, even though companies created 20% more content last year, field teams used less than a quarter of it.



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

Kyowa Kirin's keys to an effective content strategy

Jay McMeekan, senior director of the commercial digital center of excellence at Kyowa Kirin, a Japan-based specialty pharmaceutical company, believes that field input into the process can bridge the gap between content creation and content use.



Bring the field team in early to help you figure out what works and what doesn't. Not only is it efficient, **your content is more effective**. They aren't using the content because they were told to, but because they helped create it."

–Jay McMeekan

Senior Director of the Commercial Digital Center of Excellence, Kyowa Kirin

Keep it concise

Kyowa Kirin's team limits decks to 10 slides, so reps can identify the content they need quickly.

Beware of duplication

Multiple versions of similar content makes it difficult for reps to know what assets to use.

Get field feedback

Early in the process, make sure you understand how reps will use the content in front of the customer.

2. Improve treatment adoption with early KOL engagement

Early disease state education by field medical with key opinion leaders (KOLs) is associated with **1.5 times greater treatment adoption** across that healthcare organization over the first six months post-launch, a Veeva data analysis shows. But, because of outdated KOL selection and prioritization methods, 70% of KOLs engage with only one biopharma field medical team, limiting scientific engagement and the ability to accurately measure field medical impact.



Source: U.S.-based analysis of migraine products using data from Veeva Link, Veeva OpenData, Veeva Compass, and Veeva Pulse, March 2019–June 2023.

Lundbeck's data-driven approach to KOL engagement

Christine Castro, director, medical affairs excellence at Lundbeck, sees the value in a standard, data-driven approach to identifying, prioritizing, and engaging KOLs. Lundbeck is combining real-time customer intelligence and CRM data to create a new engagement strategy.



The right data is foundational to our engagement strategy. As we prepared for the launch of new treatments, this data-driven approach helped us build the right relationships and focus our resources where they will have the greatest scientific impact."

—Christine Castro

Director, Medical Affairs Excellence, Lundbeck

Develop an engagement plan

Start by identifying your objectives. What are you trying to achieve? What KPIs will you measure?

Do your research

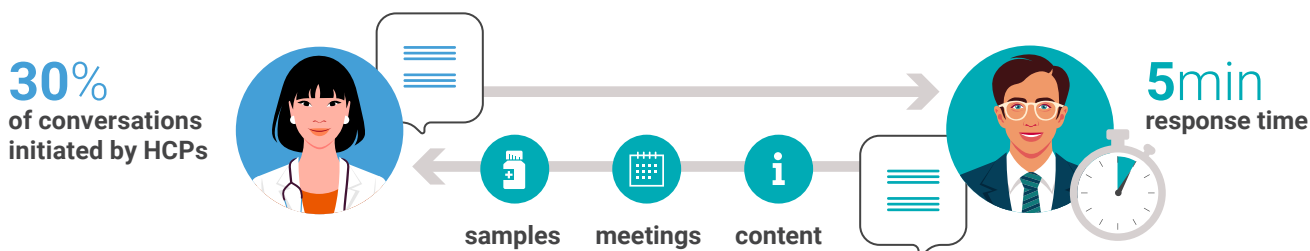
Are you engaging with the right KOLs? Challenge your KOL selection with external industry data.

Demonstrate value

What will your customers get out of meeting with you? Make sure they see the value – and document it.

3. Empower reps to engage HCPs in their moment of need

While nothing can replace in-person interactions, **adding an inbound engagement channel lets HCPs raise their hand in their moment of need.** When given a compliant chat channel, HCPs will initiate conversations 30% of the time, and reps can respond with value and speed.



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

How compliant chat delivers a better rep-HCP experience

Boehringer Ingelheim is putting this service-focused model into practice, which **more than doubles digital touchpoints** while keeping in-person volume the same or better. This approach gives HCPs immediate access to valuable resources without waiting for in-person meetings.



Compliant chat allows reps to respond more quickly to HCPs on a convenient platform, increasing access and deepening relationships.”

–Jill Shoffner-Brown

Commercial Business Director, Boehringer Ingelheim

“I really think contact should be bidirectional – the right channel should enable doctors to connect with reps, and reps to connect with doctors.”

–Karin Fuchs, MD

OB-GYN, Veeva’s HCP Advisory Board

Increase HCP engagement

Customers can request patient resources, content, samples, and meetings in a compliant way.

Make more connections

Field reps can easily make new connections and respond quickly between in-person meetings.

Collaborate effectively

For shared targets, partners can increase collaboration by engaging seamlessly on one platform.

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.