

THE YEAR IN VEEVA PULSE INSIGHTS

Trends Improving HCP Engagement and Accelerating Treatment Adoption

Veeva Pulse data shows that when commercial teams deliver connected, coordinated scientific information and resources, it deepens HCP relationships, mitigates challenging access, and improves treatment adoption. But HCPs say biopharmas aren't consistently **delivering a connected experience**.

More than half of key opinion leaders¹ engage with clinical, medical, and sales teams, but 44% see a lack of coordination and alignment between them. Conflicting information, siloed interactions, and missed opportunities prevent teams from delivering on HCPs' needs as one company.

“Some companies give the impression that they work very well together, know each other, and know what they are selling and developing. At the same time, we see completely the opposite. They don't know each other — the medical part of the company doesn't know anything about sales, and vice versa.”

— **Dr. Vital Hevia**, Urologist and Robotic Surgeon, ROC Clinic and HM Hospitals

See how Veeva Pulse insights from the past year are helping commercial teams respond quickly to HCPs' needs and improve treatment adoption.

Dan Rizzo
VP, Global Head of Business Consulting



¹Veeva Survey of 50 Key Opinion Leaders, September-November 2024.

Pre-launch scientific outreach is accelerating treatment adoption by 40%

Prioritizing **investments in targeted scientific activities** with the right experts speeds treatment adoption. A U.S.-based study of oncology drugs showed that biopharmas who invested more in pre-launch scientific activities saw 40% faster treatment adoption than companies that invested less. Field medical engagement with key opinion leaders prior to launch also **improves treatment adoption by 50%**.

Where companies make investments matters. In the same study, congress activity had the strongest influence on speed of adoption, outpacing the influence of social media, publications, guidelines, and clinical trials. Medical teams should also focus engagement on digitally savvy, early-career HCPs, who are four times more likely to adopt a new treatment.

Impact of Pre-Launch Scientific Outreach



40%
faster
treatment
adoption

Source: U.S.-based analysis of oncology products using data from Veeva Link, Veeva OpenData, Veeva Compass, and Veeva Pulse, October 2020–April 2024.

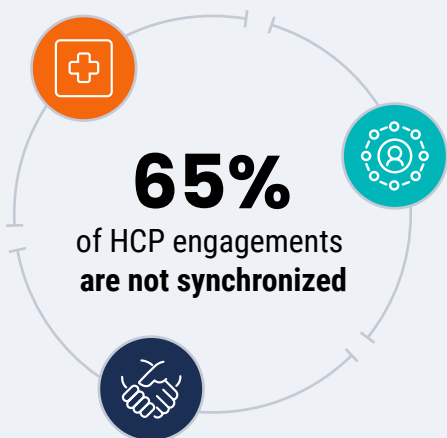
Synchronized sales and marketing is improving prescribing behavior

Close and timely coordination of field engagements and HCP digital advertising — or synchronization — **increases marketing effectiveness by 23%**. But 65% of HCP engagements are not synchronized.

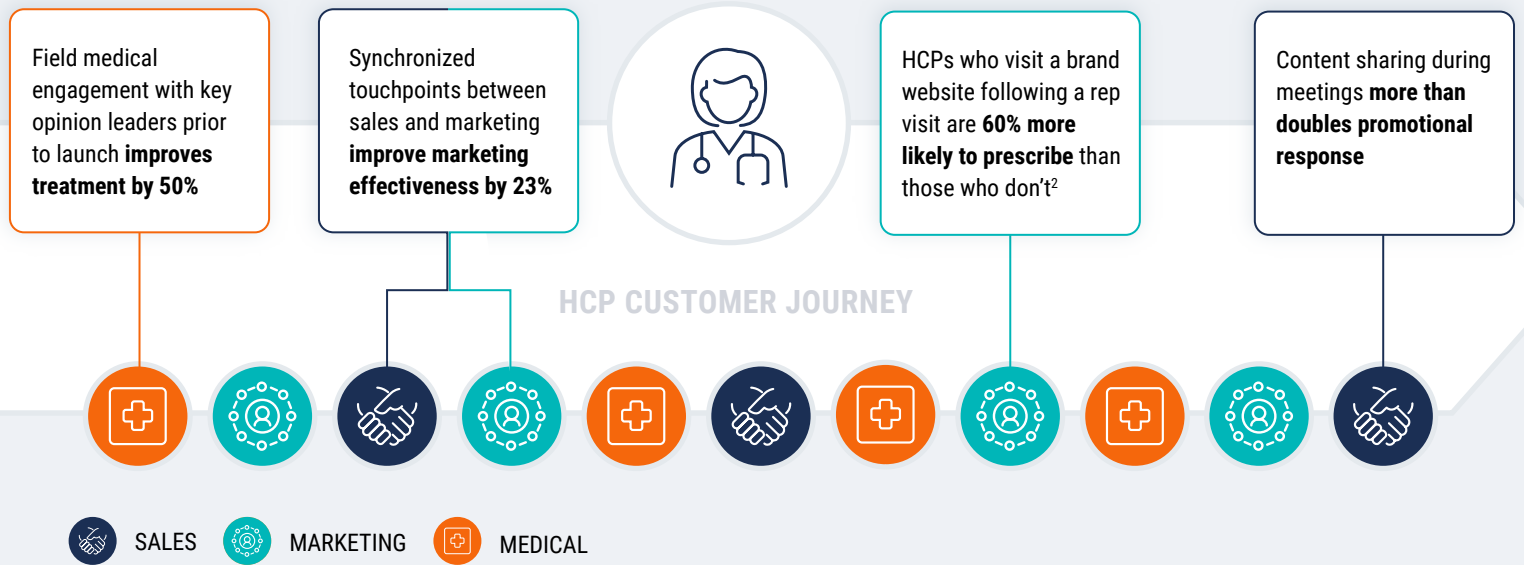
Coordinating sales and marketing touchpoints can close the gap, strengthening HCP engagement, increasing scientific understanding, and improving prescribing behavior. In one case study, a rep call was 30% more likely to result in a prescription if it was followed by digital exposure within 10 days.² Another showed that HCPs exposed to digital ads within 10 days after a speaker program were 25% more likely to prescribe.²

“A person’s capacity to ingest content that is not relevant, not timely, and not delivered in a way that they want to receive it is probably something like zero. And our job as marketers is to figure out how to get as close as possible to relevant, timely, and needed content at the right time.”

— **Erica Taylor**, PhD, Vice President, Chief Marketing Officer, Genentech



Connected engagement across sales, marketing, and medical³



²Source: U.S. Veeva Crossix case studies and Veeva Pulse data, 2023 and 2024.

³Simplified representation of the connected engagement model

Timely, relevant engagement is mitigating declining access

HCP access declined from 60% to 45% from 2023 to 2024 in the U.S., marking a return to prepandemic levels. Access levels vary significantly by specialty – oncology, internal medicine, and psychiatry are the most difficult to reach. And HCPs are highly selective, with 50% of accessible HCPs limiting engagement to three or fewer companies.

Connected sales, marketing, and medical teams are mitigating challenging access by extending conversations, responding quickly to HCPs' needs, and improving treatment adoption. This commercial model requires shared data, connected systems, aligned incentives, and a unified understanding of the customer.

"How do we get a better understanding of our customers and make sure that our messages and the way we approach people is relevant, meaningful, and treating them as the unique individuals they are, rather than just saying, 'I'm going to use the same five slides.'"

– **Kieron Scrutton**, SVP Medical Affairs Digital & Technology, and Tech Governance Risk and Compliance, GSK

Connect with **Veeva Business Consulting** to learn how Veeva Pulse data can improve HCP engagement for your field team.

Learn more at veeva.com/business-consulting

Copyright © 2025 Veeva Systems Inc. All rights reserved. Veeva, Vault, and Crossix are registered trademarks of Veeva Systems Inc. Veeva Systems owns other registered and unregistered trademarks. Other names used herein may be trademarks of their respective owners.