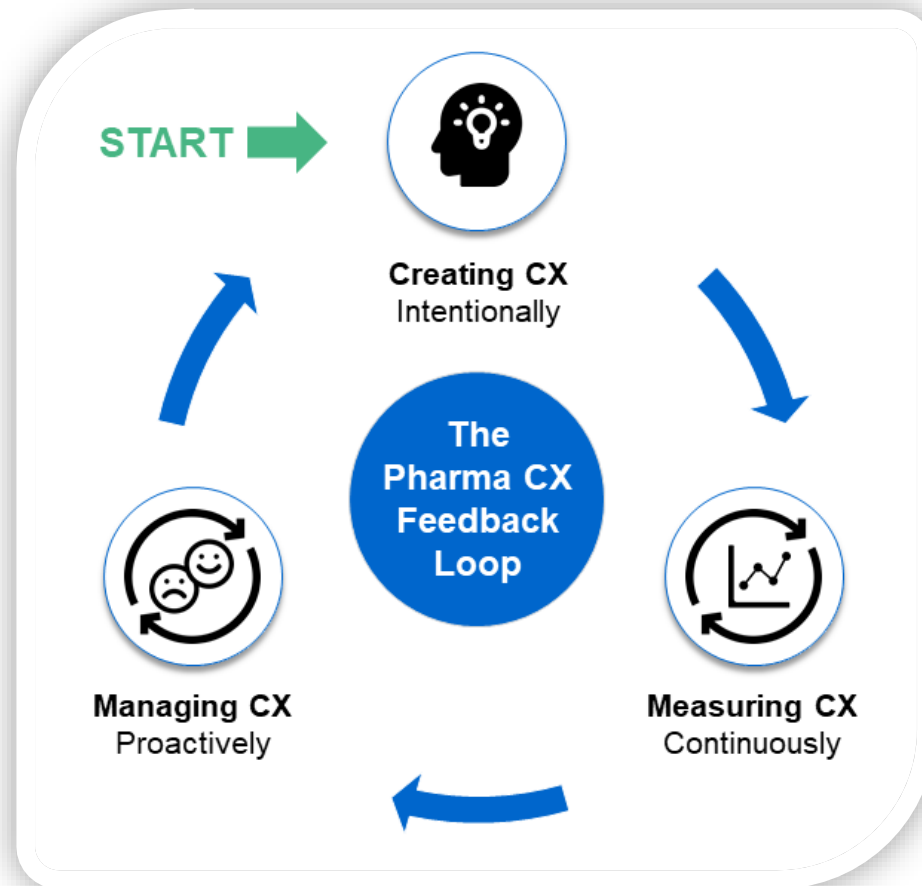




# 3 Actions to Improve Physician CX Now!



# Pharma CX Methodology



# Physician CX Decline

The Physician Customer Experience has been declining over the last decade

**AND**

is increasingly important to Design, Measure and Optimize

# 2018 Physician Access

[Open Payments](#) [Litigation](#) [FDA](#) [CME](#) [Opioids](#) [International](#) [State Policy](#)

## Nearly Half of US Physicians Restrict Access by Manufacturer Sales Reps – New Strategies to Reach Physicians



By Thomas Sullivan — Last Updated May 6, 2018

PHARMACEUTICAL AND DEVICE PHARMACY



9,295 0

# 2019 Physician Access



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Resources

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PRACTICES



## Physicians increasingly too busy to see pharma sales reps, report finds

By Joanne Finnegan · Sep 17, 2019 11:02am

electronic health records (EHRs)

Pharmaceuticals

Physician Engagement

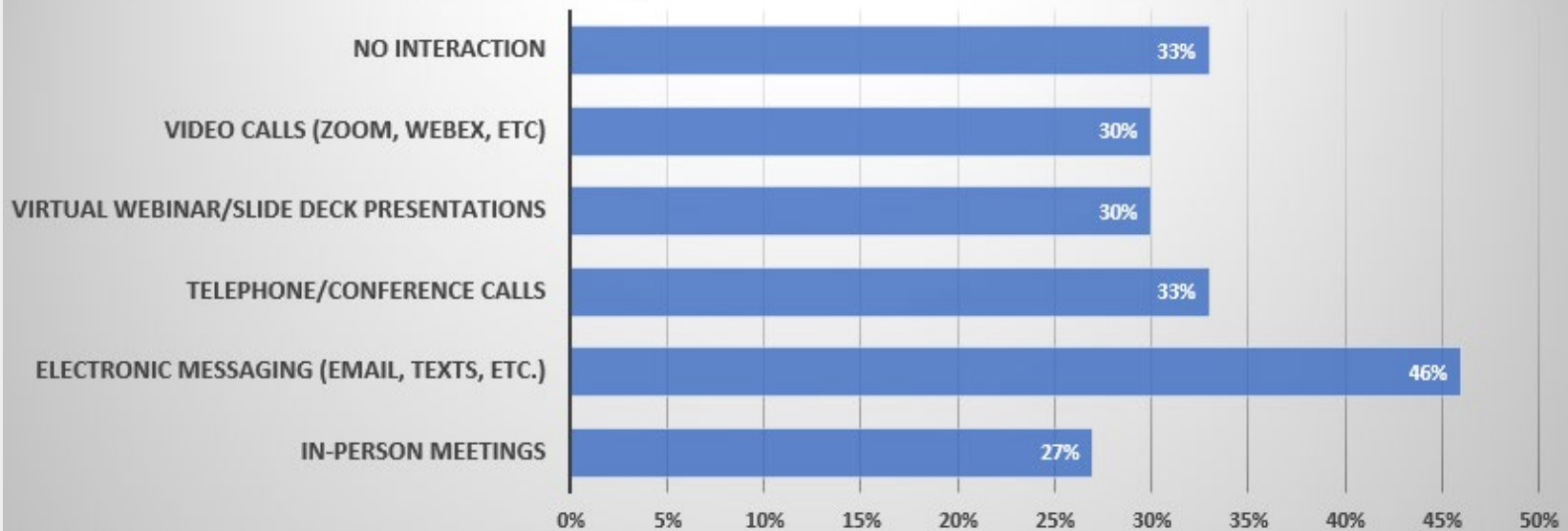
Physician Practice

# 2020 Physician Access

WHEN ASKED: *“Since March of 2020, how have you interacted with representatives from Pharmaceutical & medical device manufacturers?”*

Only **27%** of HCPs report having met with a healthcare industry rep since March of 2020. All other interaction has taken place digitally.

**Pharma Rep Interaction as of March 2020**



**50%** of surveyed physicians consider online videos to be among the most useful resources available when learning about new Rx and treatment options for their patients\*

# In-Person Sales Removal



## Pharma reps not welcome? More hospitals, practices granting 'no access' to salespeople

In fact, more than 55 percent of health system-owned physician practices banned commercial visits last year, study finds.



Beth Jones Sanborn, *Managing Editor*



# Post-COVID Pharma Engagement

## PHARMACEUTICAL TECHNOLOGY

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COMMENT | May 21, 2021

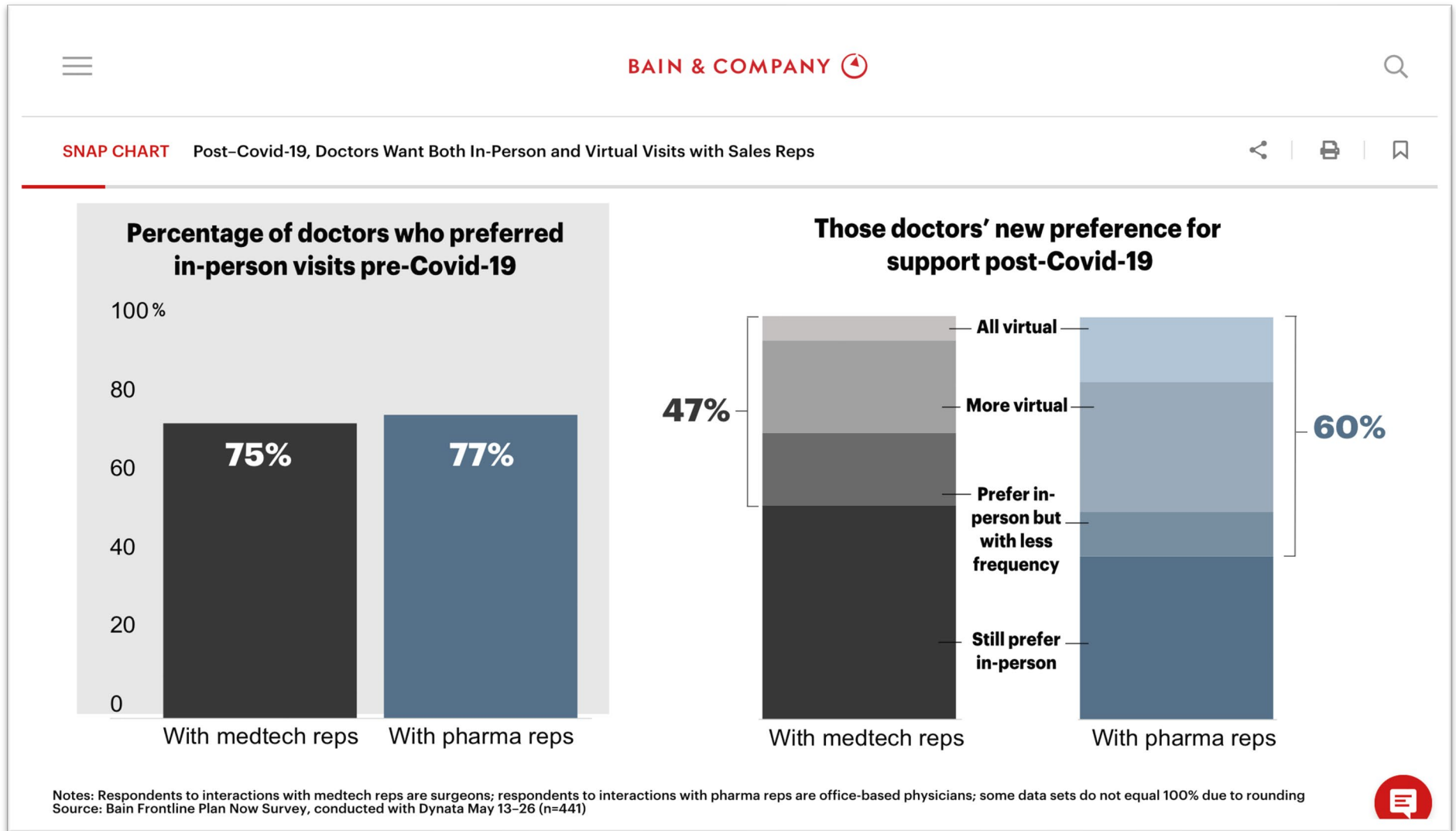
# Virtual sales reps' and physicians' engagement to remain a new standard post-Covid-19

The Covid-19 pandemic has caused many pharmaceutical companies to think more critically about their customer engagement practices.

By GlobalData Healthcare



# In-Person vs Virtual Post-COVID



# Post COVID Interaction

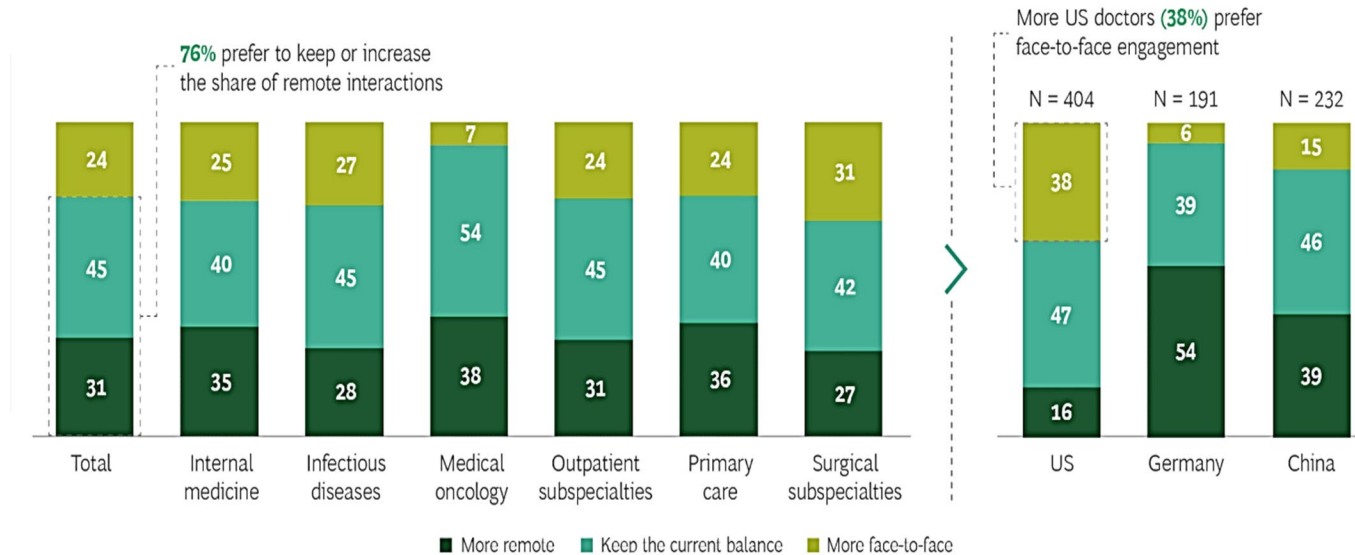
BCG

Doctors' Changing Expectations of Pharma Are Here to Stay

Although results vary by market, most physicians overall prefer to keep or increase the share of virtual interactions with pharma companies

Thinking of post-COVID interaction preference with pharma companies

Percentage of respondents (%)



# OMNICHANNEL MARKETING



“PUSH” IS JOINED BY



“PULL”

# THE 3 ACTIONS TO IMPROVE PHYSICIAN CX

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**CUSTOMIZE**

**INDIVIDUALIZE**

**PERSONALIZE**

# BETTER PHYSICIAN CUSTOMER EXPERIENCE

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**More Access  
To Physicians**


**More Pull By  
Physicians**

**Better  
Connectivity  
With Patients**

*Drug Onboarding  
Clinical Trials*

# Need More Background on Pharma CX?





**AMAZON #1 BEST SELLER**




## PHARMA CUSTOMER EXPERIENCE

20 SECRETS TO 10X YOUR CX AND BOOST PATIENT OUTCOMES

SEAN McDADE, PhD

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# PHARMA CUSTOMER EXPERIENCE

## *20 Secrets to 10x Your CX and Boost Patient Outcomes*



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