COVID-19 HCP Sentiment Series

Part 5: Current & Future Remote Engagement With Pharma Sales Representatives

Published December 2020

sermo

Sermo's HCP Sentiment Study: Part 5 research overview

- Questions were solicited from Sermo clients and fielded between August 8 – August 17
- Sermo invited physicians to participate among a list of ten specialties across eight countries
- Total sample: 1,818

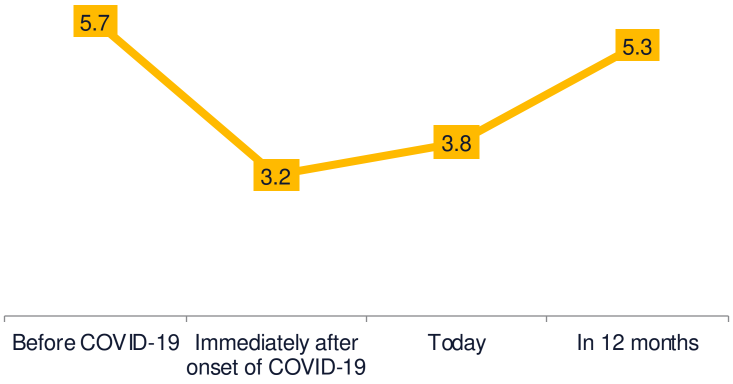
Country	Sample
United States	754
Japan	175
China	160
Spain	148
Italy	164
UK	150
France	140
Germany	127
Specialty	**Sample**
Cardiology	185
Dermatology	180
Hematology	181
Oncology	174
Internal Medicine	308
Endocrinology	150
Neurology	185
Pulmonology	149
Urology	154
Rheumatology	152

Part 1:
Frequency and Mix of In-Person vs. Remote Pharma Sales Rep Engagements

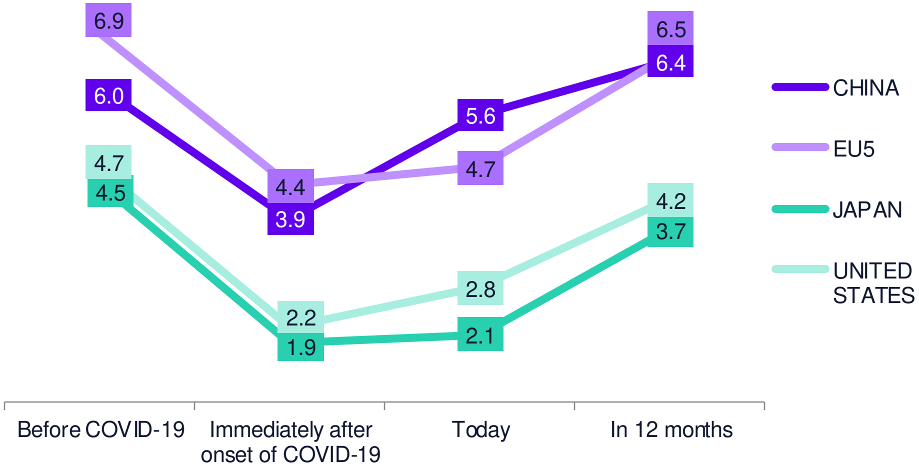
Frequency of sales rep interactions have rebounded since the onset of COVID-19 and are expected to return to near pre-COVID levels in the next year

NUMBER OF CONVERSATIONS (IN-OFFICE & REMOTE) WITH PHARMA SALES REPS/WEEK

GLOBAL



BY REGION



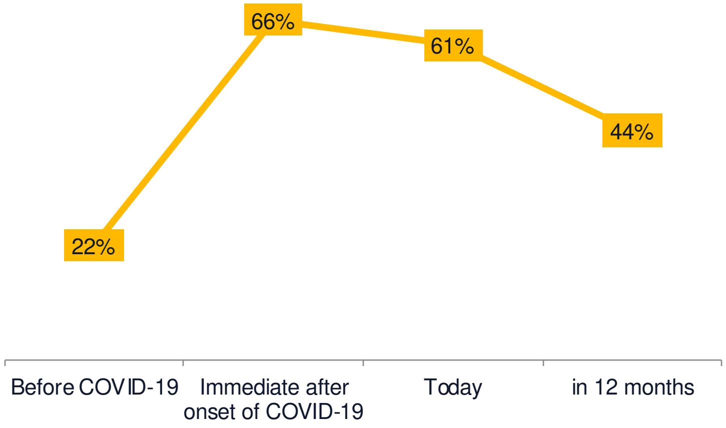
	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

Q1-Q4. How many conversations (total in-office and remote via phone/video) were/are you having with pharmaco sales representatives per week?

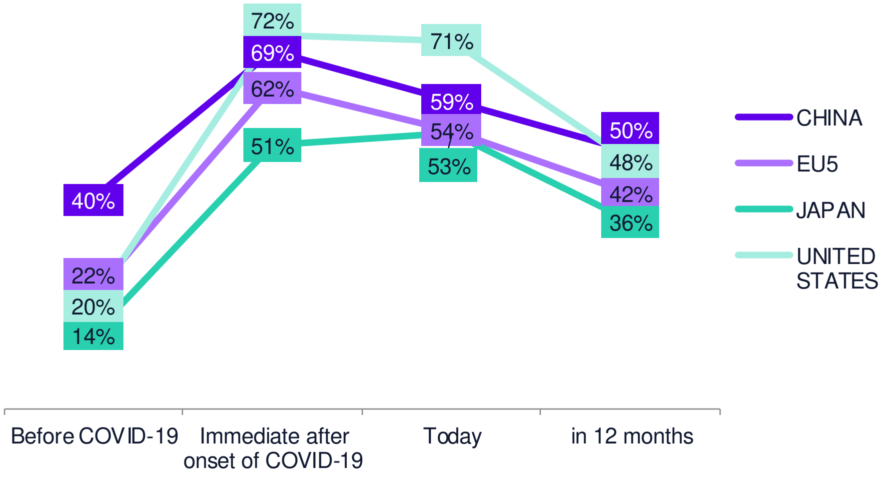
Share of remote conversations have declined slightly since the initial onset of COVID-19 but are expected to be double their pre-COVID levels next year

PERCENT OF REMOTE CONVERSATIONS WITH PHARMA SALES REPS/WEEK

GLOBAL



BY REGION

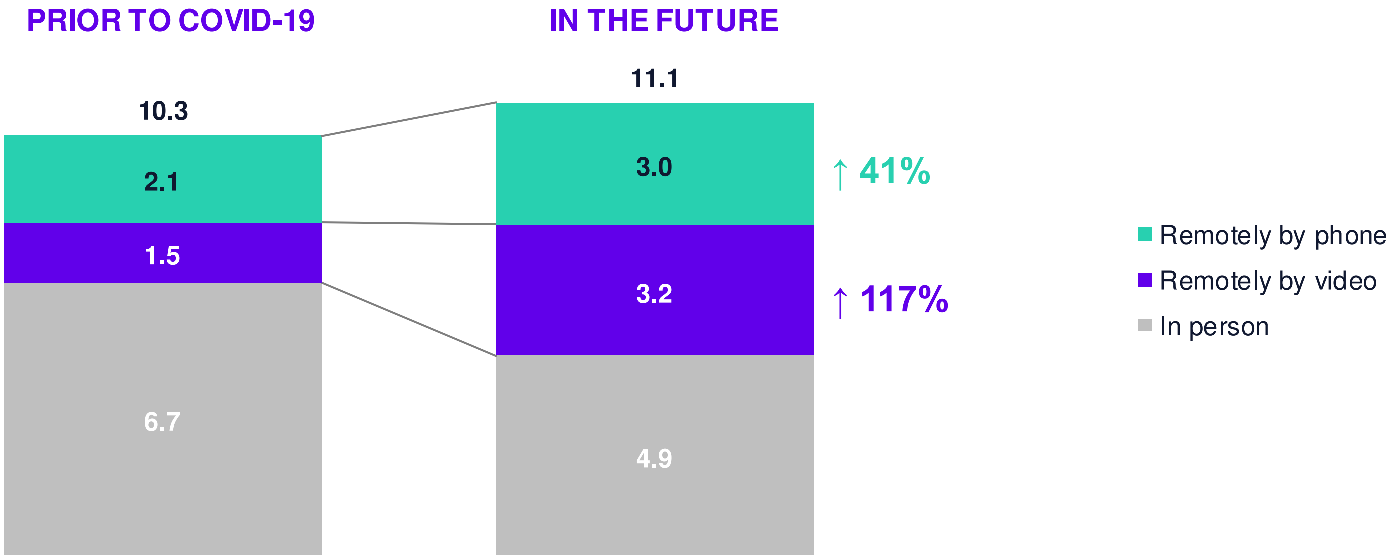


Q5 – Q8. What share of your conversations are/were remote (via phone/video)?

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

In the future, physicians expect pharma interactions to slightly exceed pre-COVID levels with more remote interactions, including double the number of video interactions

HOW FREQUENTLY PHYSICIANS EXPECT TO INTERACT WITH SALES REPS PER MONTH (GLOBAL)

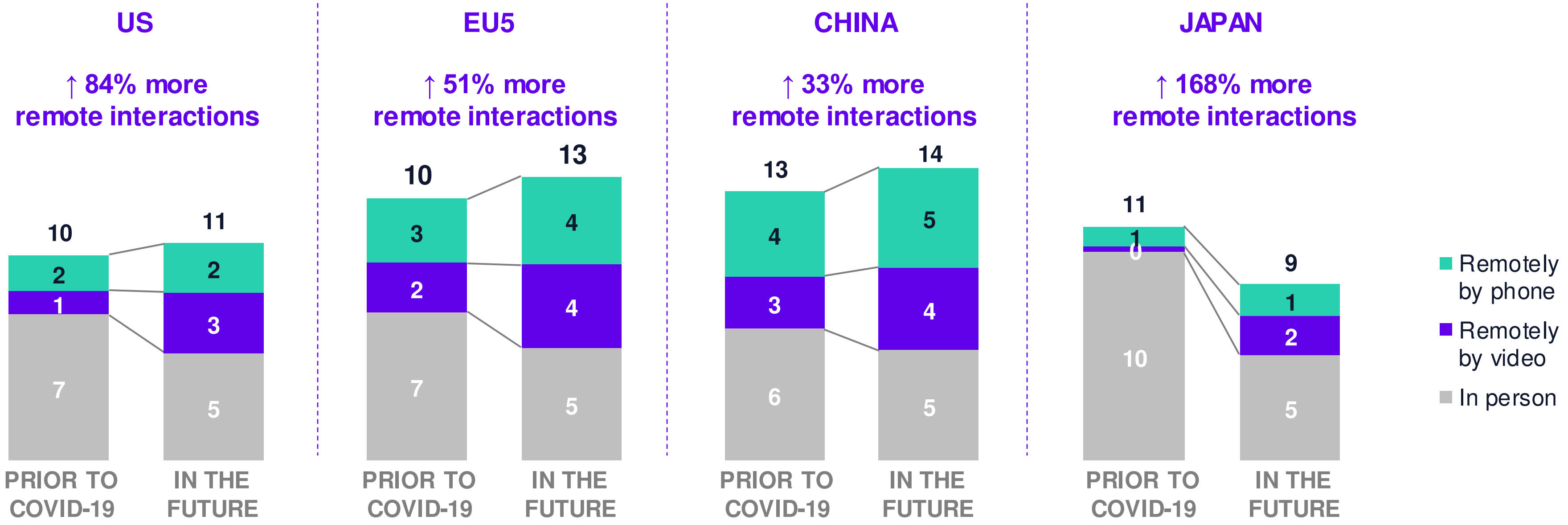


Q20. Now, please tell us about how frequently you expect to interact with a typical pharma sales representative in future (in-person, by video, by phone) compared with how frequently you interacted with them in the past

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

Physicians across regions expect fewer in-person and more remote interactions in the future

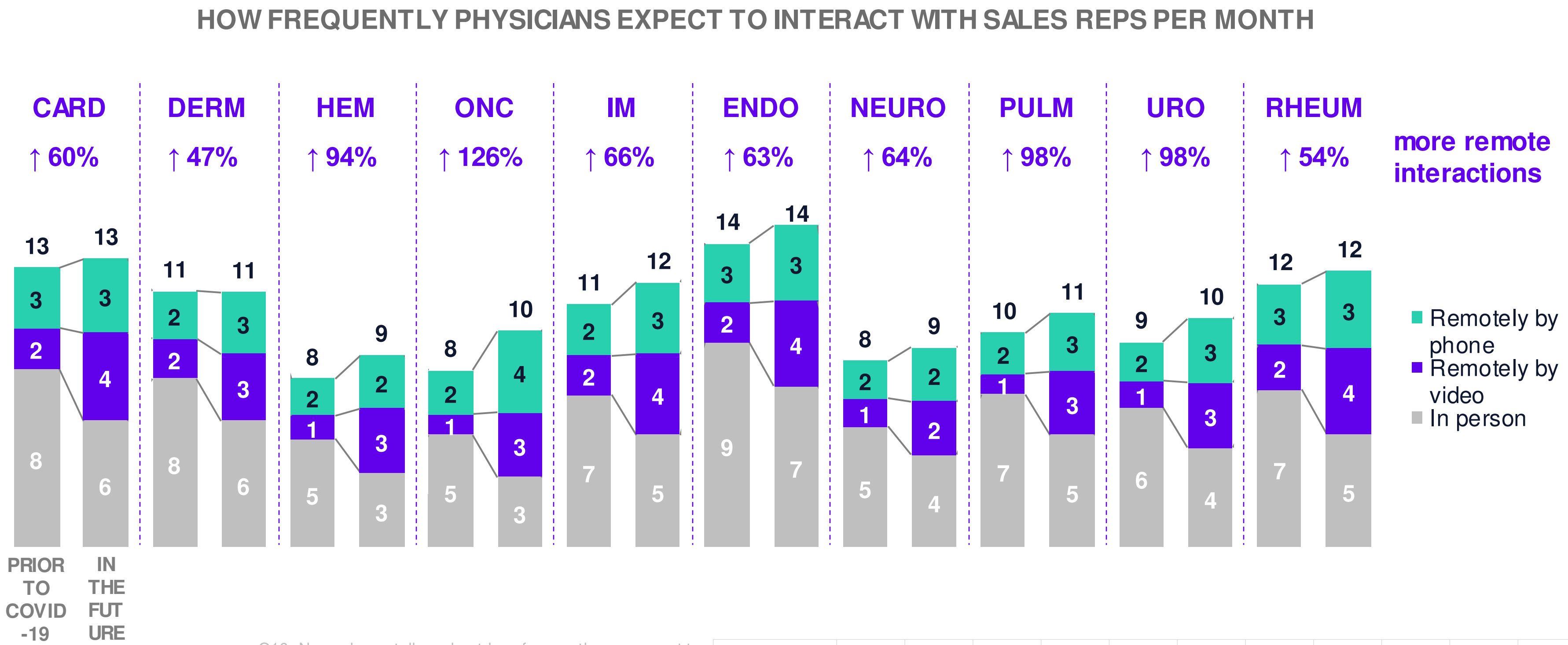
HOW FREQUENTLY PHYSICIANS EXPECT TO INTERACT WITH SALES REPS PER MONTH



Q20. Now, please tell us about how frequently you expect to interact with a typical pharma sales representative in future (in-person, by video, by phone) compared with how frequently you interacted with them in the past:

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

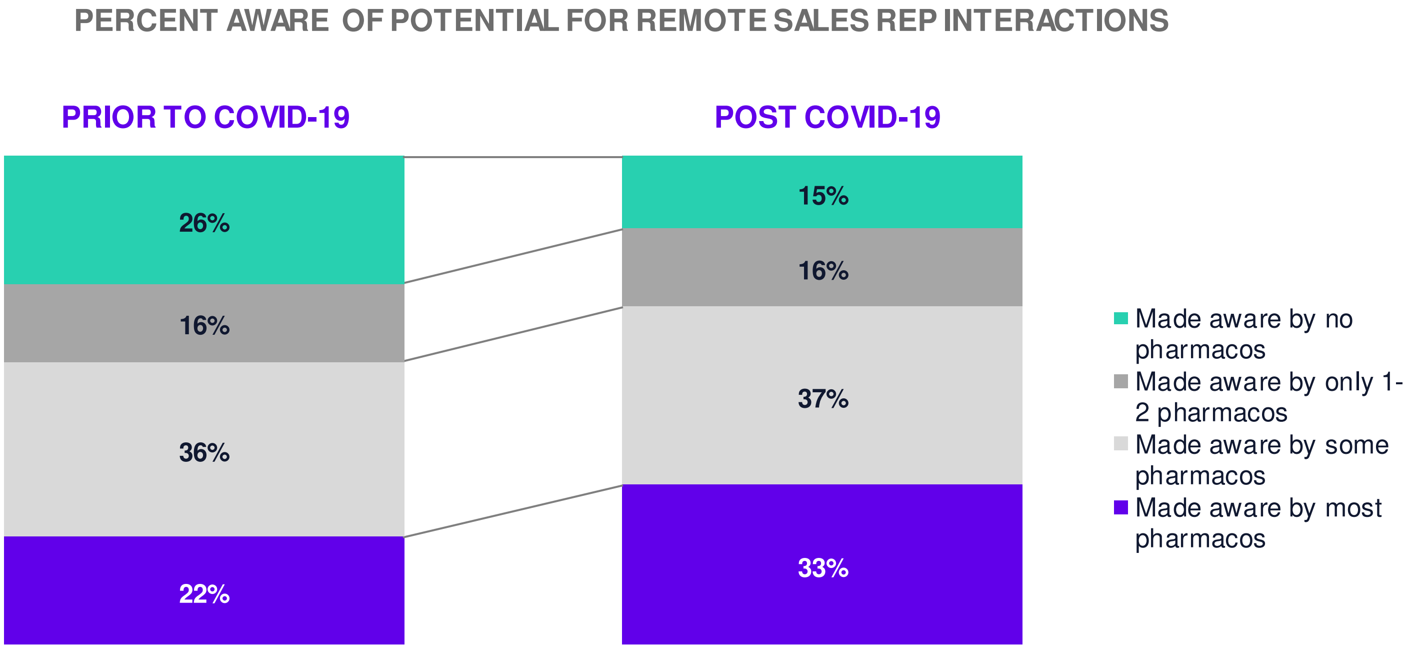
Physicians across all specialties expect more remote interactions in the future, especially in oncology, hematology, pulmonology and urology



Q16. Now, please tell us about how frequently you expect to interact with a typical pharma sales representative in future (in-person, by video, by phone) compared with how frequently you interacted with them in the past:

	Total	Card	Derm	Hem	Onc	IM	Endo	Neuro	Pulm	Uro	Rheum
Base Sizes, n=	1818	185	180	181	174	308	150	185	149	154	152

Physician awareness of remote sales rep interactions for most pharma companies has increased (22% to 33%)



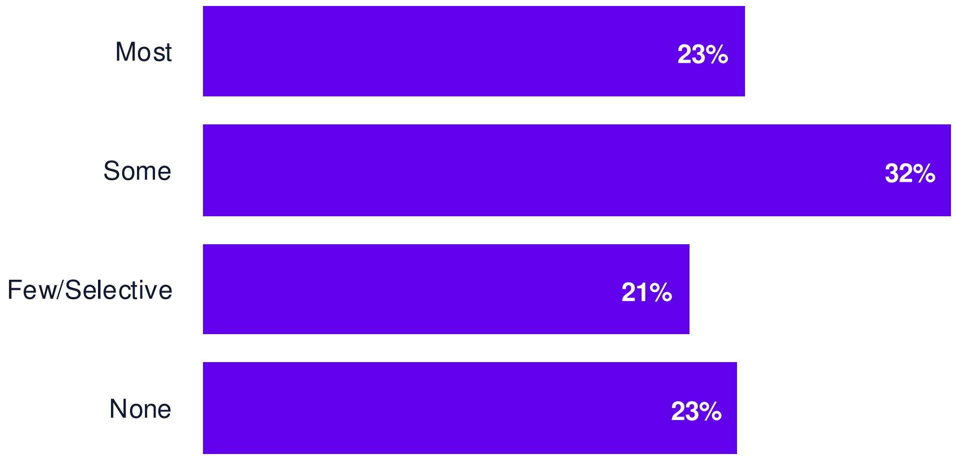
Q9. To what extent were you made aware of the potential for remote interaction with pharmaco sales representatives prior to the onset of COVID-19?
Q10. To what extent have you been made aware of the potential for remote interaction with pharmaco sales representatives post onset of COVID-19

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

Extent of remote interactions with sales reps differ by region – in China, most doctors say most or some interactions are remote while in Japan, nearly half of doctors say none are, and the EU5 and US doctors have varying levels of remote interactions

PERCENT LEVERAGING REMOTE SALES REP INTERACTIONS

GLOBAL



BY REGION

	US	EU5	CHINA	JAPAN
Most	24%	21%	42%	12%
Some	30%	36%	39%	21%
Few/ Selective	19%	24%	18%	21%
None	27%	19%	2%	46%

Top Response

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

Q11. To what extent have you used remote interaction with pharmaco sales representatives

What does this mean for the healthcare industry?

Key findings

- Frequency of sales rep interactions (in-office and remote) is expected to return to and perhaps slightly exceed pre-COVID levels in the future.
- Mix of interactions will differ in the future. Remote sales rep interactions are here to stay and will comprise a larger share of doctors' interactions with pharma while in-person interactions will decrease. Physicians expect video interactions to double in the future compared to pre-COVID levels.
- Prevalence of remote sales rep interactions varies widely by region. In China, 81% of doctors say some or most interactions are remote while in Japan, nearly half of doctors say none are. In Europe and the US, ~20-25% of doctors say most interactions are remote while a similar proportion say none are remote.

Implications for industry

- Initial trepidation about restricted physician access is largely proving unfounded as the industry finds a new normal of sales rep interactions.
- Pharma should continue investment in digital tools as this move to remote interactions will be permanent.
- With regional differences in prevalence of remote interactions, there is potential to pilot more innovative digital tools in 'early adopter' countries like China and gradually bring them to mainstream markets.

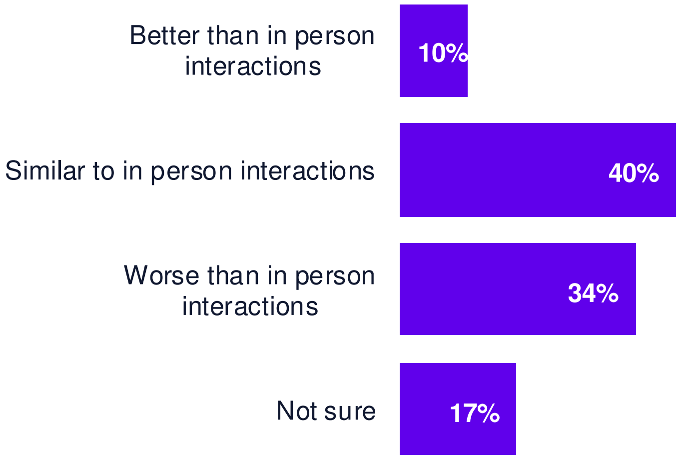
Part 2:
Quality of Remote Pharma Rep Engagements

sermo

Half of doctors think remote interactions during COVID have been similar to or better than in person interactions pre-COVID, though many believe them to be worse

EXPERIENCE WITH REMOTE INTERACTIONS DURING COVID VS. IN-PERSON PRE-COVID

GLOBAL



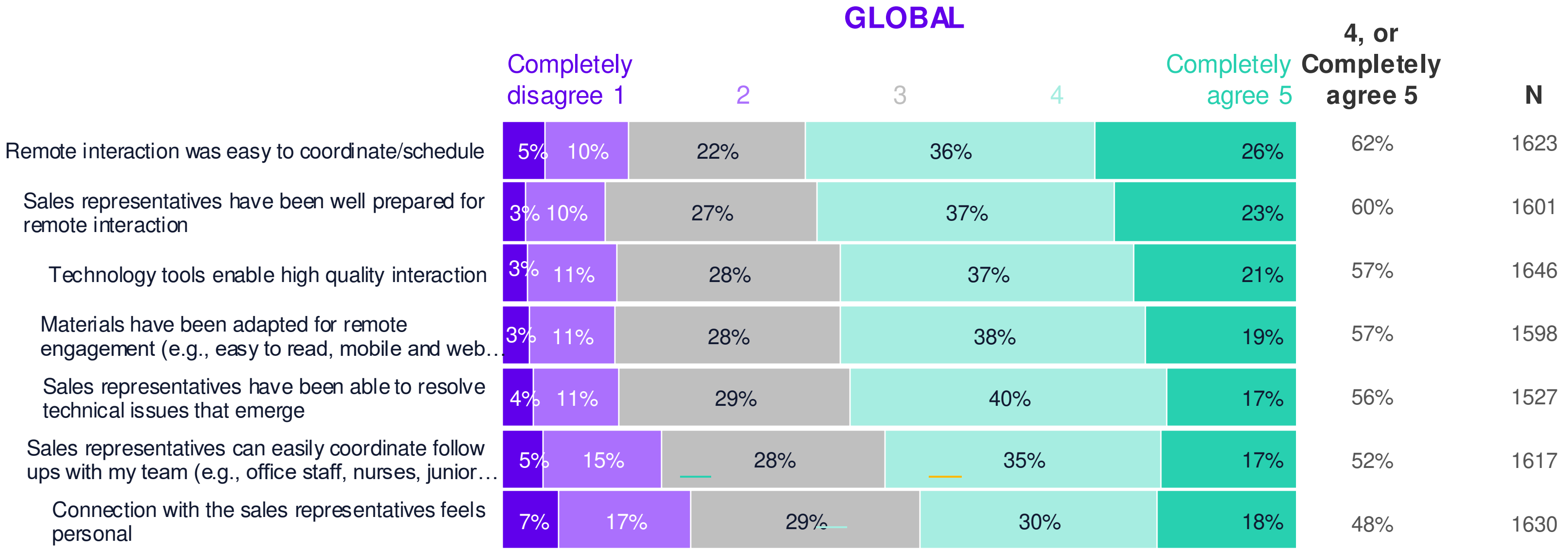
	US	EU5	CHINA	JAPAN
Better than in person interactions	8%	11%	17%	5%
Similar to in person interactions	41%	38%	49%	30%
Worse than in person interactions	29%	39%	32%	37%
Not sure	22%	12%	3%	28%

Q13. How would you rate your remote interaction experiences, compared to in-person interactions prior to onset of COVID-19?

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

The split opinion on quality of remote interaction is largely driven by experience with scheduling, technology, adaptation of materials and delivery and personal connection

PHYSICIAN AGREEMENT WITH FOLLOWING STATEMENTS RE: REMOTE SALES REP INTERACTIONS



Q14. Thinking across all your remote interactions today with pharmaco sales reps, please rate your level of agreement with the following statements?

There is wide regional disparity in physician opinion of remote interactions, with mostly positive opinion in China, negative in Japan and split opinion in EU and US

PHYSICIAN AGREEMENT WITH FOLLOWING STATEMENTS RE: REMOTE SALES REP INTERACTIONS (% COMPLETELY AGREE 5 OR 4)

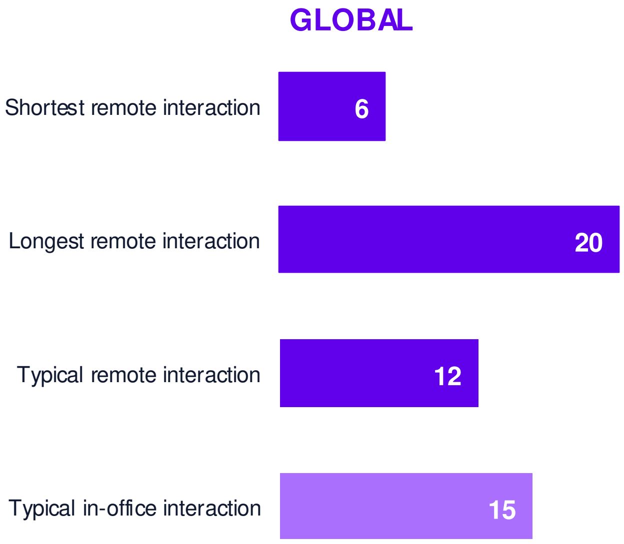
	GLOBAL	US	EU5	CHINA	JAPAN
Remote interaction was easy to coordinate/schedule	62%	70%	56%	82%	33%
Sales representatives have been well prepared for remote interaction	60%	68%	56%	69%	36%
Technology tools enable high quality interaction	57%	62%	56%	70%	31%
Materials have been adapted for remote engagement (e.g., easy to read, mobile and web friendly)	57%	60%	56%	72%	37%
Sales representatives have been able to resolve technical issues that emerge	56%	65%	54%	58%	28%
Sales representatives can easily coordinate follow ups with my team (e.g., office staff, nurses, junior physicians)	52%	61%	47%	66%	19%
Connection with the sales representatives feels personal	48%	50%	45%	64%	33%

Q14. Thinking across all your remote interactions today with pharmaco sales reps, please rate your level of agreement with the following statements?

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

Globally, remote sales rep interactions are ~20% shorter than in-office interactions, with the US experiencing larger decline than other regions

DURATION OF REMOTE INTERACTIONS SINCE COVID-19 (IN MINUTES)



	US	EU5	CHINA	JAPAN
Shortest remote interaction	6	7	7	5
Longest remote interaction	18	21	33	13
Typical remote interaction	11	12	17	8
Typical in-office interaction	15	15	19	10
Decrease in duration of typical remote vs. in-office interaction	↓30%	↓15%	↓12%	↓20%

Q16. Please tell us more about remote interactions with pharmaco sales representatives since the onset of COVID-19:

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

Remote sales rep interactions in oncology, urology and neurology are ~30% shorter than in-office interactions, a bigger decline than in other specialties

DURATION OF REMOTE INTERACTIONS SINCE COVID-19 (IN MINUTES)

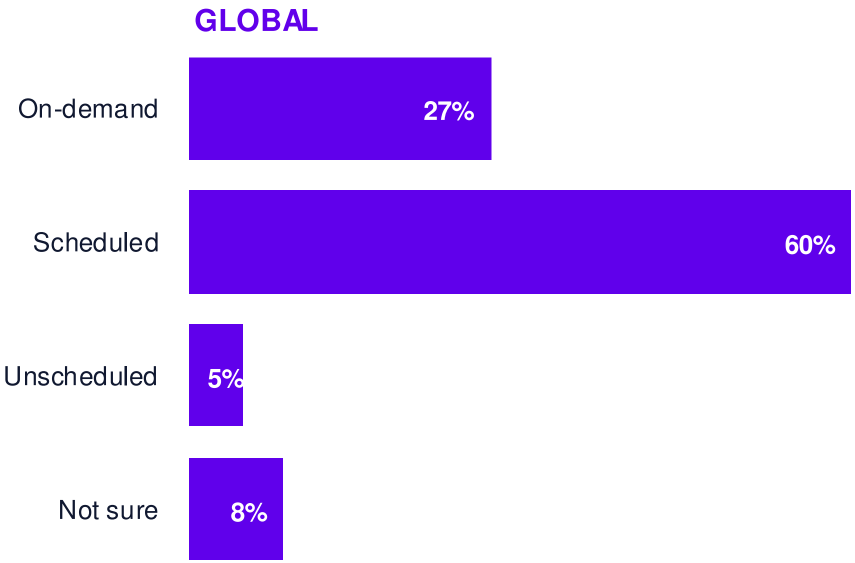
	GLOBAL	CARD	DERM	HEM	ONC	IM	ENDO	NEURO	PULM	URO	RHEUM
Shortest remote interaction	6	6	7	7	7	7	6	5	6	5	6
Typical remote interaction	12	12	12	12	13	12	11	11	11	10	12
Longest remote interaction	20	14	14	16	18	15	14	15	13	13	14
Typical in-office interaction	15	19	20	22	22	19	21	20	20	16	20
Decrease in duration of typical remote vs. in-office interaction	↓20%	↓17%	↓15%	↓22%	↓29%	↓22%	↓21%	↓27%	↓21%	↓29%	↓14%

Q16. Please tell us more about remote interactions with pharmaco sales representatives since the onset of COVID-19:

	Total	Card	Derm	Hem	Onc	IM	Endo	Neuro	Pulm	Uro	Rheum
Base Sizes, n=	1818	185	180	181	174	308	150	185	149	154	152

The large majority of physicians prefer scheduled remote interactions, though there is strong interest in on-demand access where rep interaction is immediately available

HOW PHYSICIANS PREFER TO ACESS REMOTE SALES REP INTERACTIONS



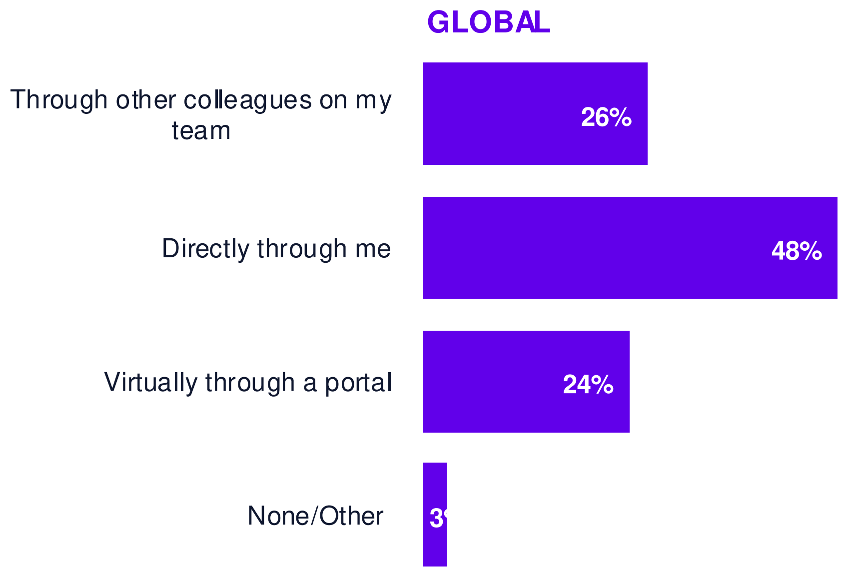
	US	EU5	CHINA	JAPAN
On-demand	26%	27%	36%	25%
Scheduled	63%	59%	61%	42%
Unscheduled	3%	6%	3%	13%
Not sure	8%	8%	1%	20%

Q27. What is your preference for the availability/accessibility of remote interaction with your pharmaco sales representatives?

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

Physicians prefer to schedule remote rep interactions directly, especially in the EU and Japan

HOW PHYSICIANS PREFER TO SCHEDULE FUTURE REMOTE SALES REP INTERACTIONS



	US	EU5	CHINA	JAPAN
Through other colleagues on my team	35%	16%	33%	16%
Directly through me	36%	62%	39%	50%
Virtually through a portal	26%	20%	27%	29%
None/Other	7%	2%	1%	5%

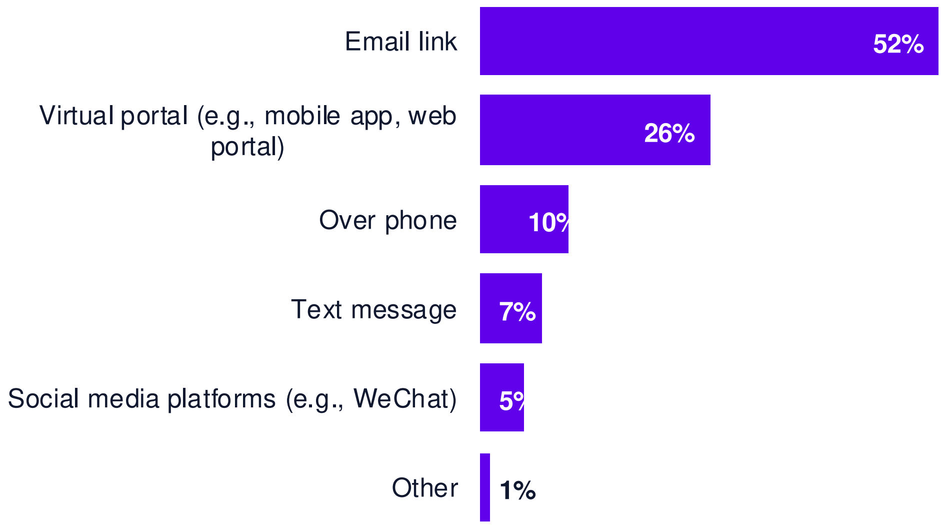
Q26. In the future, how would you prefer remote interactions are scheduled?

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

Physicians prefer to provide feedback on remote interactions via email link, though doctors in China are open to social media platforms like WeChat

HOW PHYSICIANS PREFER TO PROVIDE FEEDBACK RE: REMOTE INTERACTION

GLOBAL

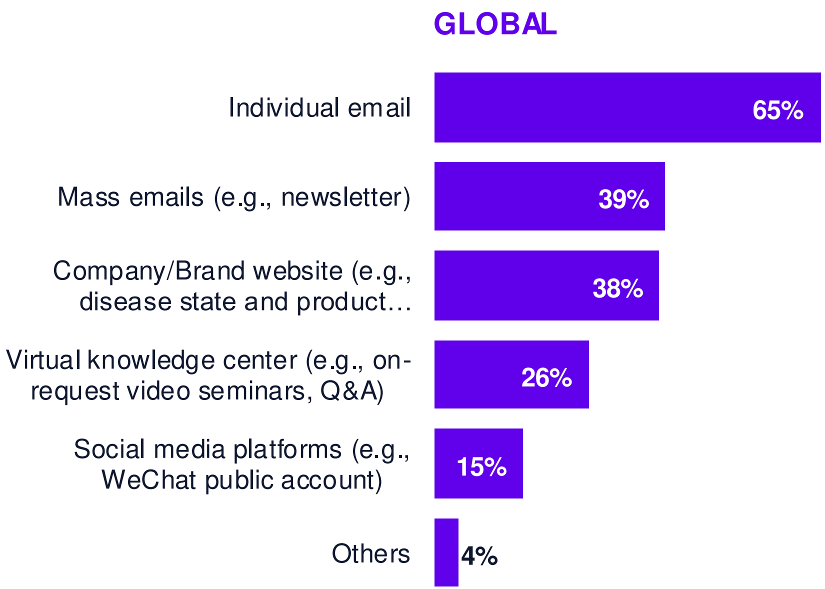


	US	EU5	CHINA	JAPAN
Email link	60%	53%	26%	50%
Virtual portal	23%	28%	27%	26%
Over phone	8%	10%	14%	3%
Text message	7%	6%	3%	21%
Social media platforms	0%	2%	29%	0%
Other	2%	1%	0%	0%

Q27. What is your preference for the availability/accessibility of remote interaction with your pharmaco sales representatives?

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

In addition to meeting with reps, doctors engage with pharma companies through email or company/brand website



	US	EU5	CHINA	JAPAN
Individual email	62%	72%	53%	65%
Mass emails	37%	38%	29%	60%
Company/Brand website	42%	29%	51%	47%
Virtual knowledge center	21%	30%	46%	10%
Social media platforms	7%	12%	69%	4%
Others	6%	2%	1%	2%

Top Response

Q32. Besides meeting with sales and medical representatives, how else do you digitally engage with pharmacos?

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

What does this mean for the healthcare industry?

Key findings

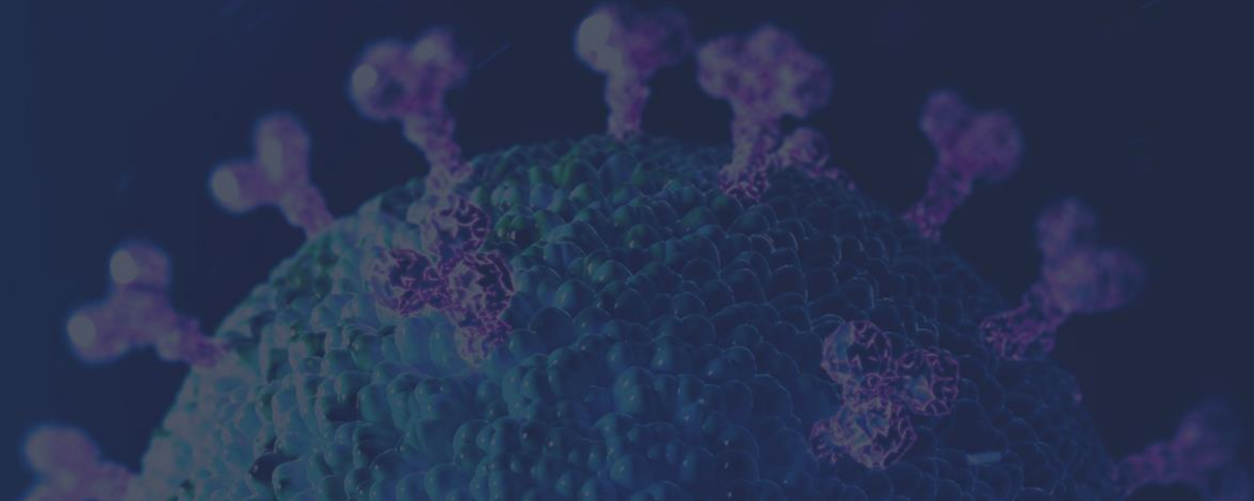
- There is still a ways to go in doctors' perception of the quality of remote engagements. Although half of doctors think remote interactions during COVID have been similar to or better than in person interactions pre-COVID, many believe them to be worse due to challenges with scheduling, technology, adaptation of materials and delivery and difficulty establishing a personal connection.
- Moreover, remote sales rep interactions are ~20% shorter than in-office interactions, especially in oncology and neurology where disease and treatments are increasingly complex.
- Although scheduled remote interactions are the most preferred forum, there is strong interest in on-demand access to sales reps where interaction is immediately available.

Implications for industry

- It's not enough for pharma to invest in technology to enable remote engagements: pharma must also invest in training for their sales reps on how to conduct effective remote engagements.
- Shorter interactions with a skeptical audience means that reps must make every interaction count: reps must deliver highly relevant and personalized pitches valued by physicians.
- Interest in on-demand access to reps opens the door to new tools and technologies such as chatbots or new service models that may make engagements with physicians more scalable and agile.

Part 3:

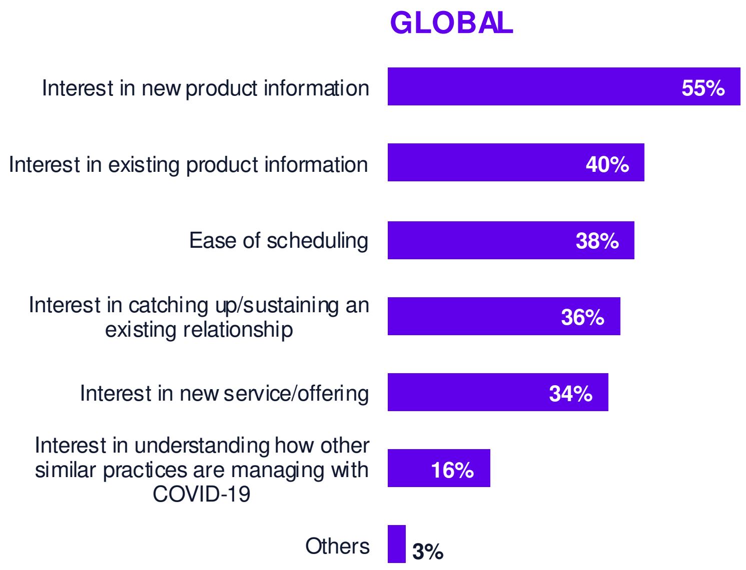
Physicians’ Desired Content for Remote Pharma Rep Engagements



sermo

Interest in new product information was the foremost reason for remote engagement with sales reps

REASONS FOR REMOTELY ENGAGING WITH SOME BUT NOT ALL SALES REPS THAT REACHED OUT



	US	EU5	CHINA	JAPAN
Interest in new product information	56%	57%	60%	32%
Interest in existing product information	39%	39%	62%	21%
Ease of scheduling	43%	30%	62%	36%
Interest in catching up/sustaining an existing relationship	39%	36%	36%	19%
Interest in new service/offering	34%	35%	40%	21%
Interest in understanding how other similar practices are managing with COVID-19	14%	19%	16%	7%
Others	3%	2%	—	8%

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	971	370	438	90	73

Q12. What made you engage remotely with some but not all sales representatives from pharmacos that reached out?

Physicians are interested in more opportunities for scientific collaborations and sharing of best practices for practice management

% PHYSICIANS SAY PHARMA PROVIDE THESE CONTENT & SERVICES EXTREMELY OR VERY FREQUENTLY

		GLOBAL
1	Overall product information	45%
2	Scientific details about products	38%
3	Product samples	26%
4	Patient education materials and support programs	26%
5	Disease information	25%
6	Patient access & insurance coverage	24%
7	Drug supply status	22%
8	**Scientific collaborations**	**21%**
9	Impact of COVID-19 on your specialty	19%
10	**Sharing of practice management experiences from other clinicians**	**18%**
11	Sharing of case studies from other physicians	17%
12	Practice operations support	16%
13	Other collaborations and projects	16%

Q31. How frequently do pharmaceutical companies currently provide such content & services? Please assign a rating from 1 (=not provided at all) to 7 (=provided extremely often)

% PHYSICIANS EXTREMELY OR VERY INTERESTED IN PHARMA PROVIDING THESE CONTENT & SERVICES

		GLOBAL
1	Scientific details about products	49%
2	Overall product information	41%
3	**Scientific collaborations**	**38%**
4	Product samples	37%
5	Patient education materials and support programs	37%
6	Disease information	36%
7	Patient access & insurance coverage	34%
8	**Sharing of practice management experiences from other clinicians**	**31%**
9	Sharing of case studies from other physicians	29%
10	Drug supply status	29%
11	Impact of COVID-19 on your specialty	27%
12	Practice operations support	26%
13	Other collaborations and projects	25%

Q30. How interested are you in pharmaceutical companies providing the following content & services? Please assign a rating from 1 (=not relevant/interested at all) to 7 (=Extremely relevant/interested).

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

In China, physicians are interested in pharma providing more scientific collaborations and sharing case studies and best practices

% PHYSICIANS SAY PHARMA PROVIDE THESE CONTENT & SERVICES EXTREMELY OR VERY FREQUENTLY

		CHINA
1	Disease information	48%
2	Overall product information	48%
3	Drug supply status	46%
4	Scientific details about products	44%
5	Patient access & insurance coverage	41%
6	Impact of COVID-19 on your specialty	38%
7	Patient education materials and support programs	38%
8	**Sharing of practice management experiences from other clinicians**	**34%**
9	Product samples	33%
10	Practice operations support	32%
11	**Scientific collaborations**	**31%**
12	**Sharing of case studies from other physicians**	**30%**
13	Other collaborations and projects	28%

Q31. How frequently do pharmaceutical companies currently provide such content & services? Please assign a rating from 1 (=not provided at all) to 7 (=provided extremely often)

% PHYSICIANS EXTREMELY OR VERY INTERESTED IN PHARMA PROVIDING THESE CONTENT & SERVICES

		CHINA
1	Disease information	59%
2	Scientific details about products	53%
3	**Sharing of practice management experiences from other clinicians**	**49%**
4	**Scientific collaborations**	**48%**
5	**Sharing of case studies from other physicians**	**48%**
6	Patient access & insurance coverage	47%
7	Patient education materials and support programs	45%
8	Overall product information	44%
9	Impact of COVID-19 on your specialty	43%
10	Product samples	40%
11	Drug supply status	38%
12	Practice operations support	36%
13	Other collaborations and projects	35%

Q30. How interested are you in pharmaceutical companies providing the following content & services? Please assign a rating from 1 (=not relevant/interested at all) to 7 (=Extremely relevant/interested).

	Total	USA	EUR	CHN	JPN
Base Sizes, n=	1818	754	729	160	175

Dermatologists are interested in pharma sharing best practices from other clinicians

% PHYSICIANS SAY PHARMA PROVIDE THESE CONTENT & SERVICES EXTREMELY OR VERY FREQUENTLY

		DERM
1	Overall product information	46%
2	Product samples	42%
3	Scientific details about products	39%
4	Patient access & insurance coverage	36%
5	Patient education materials and support program	32%
6	Disease information	30%
7	Impact of COVID-19 on your specialty	26%
8	Drug supply status	25%
9	Scientific collaborations (e.g., studies)	25%
10	Other collaborations and projects	24%
11	Sharing of case studies from other physicians	23%
12	**Sharing of practice management experiences from other clinicians**	**22%**
13	Practice operations support	9%

Q31. How frequently do pharmaceutical companies currently provide such content & services? Please assign a rating from 1 (=not provided at all) to 7 (=provided extremely often).

% PHYSICIANS EXTREMELY OR VERY INTERESTED IN PHARMA PROVIDING THESE CONTENT & SERVICES

		DERM
1	Product samples	53%
2	Scientific details about products	52%
3	Patient access & insurance coverage	49%
4	Overall product information	46%
5	Patient education materials and support program	39%
6	**Sharing of practice management experiences from other clinicians**	**36%**
7	Scientific collaborations (e.g., studies)	34%
8	Disease information	34%
9	Sharing of case studies from other physicians	32%
10	Drug supply status	32%
11	Impact of COVID-19 on your specialty	27%
12	Practice operations support	27%
13	Other collaborations and projects	27%

Q30. How interested are you in pharmaceutical companies providing the following content & services? Please assign a rating from 1 (=not relevant/interested at all) to 7 (=Extremely relevant/interested).

	Total	Card	Derm	Hem	Onc	IM	Endo	Neuro	Pulm	Uro	Rheum
Base Sizes, n=	1818	185	180	181	174	308	150	185	149	154	152

Hematologists are interested in pharma sharing best practices from other clinicians

% PHYSICIANS SAY PHARMA PROVIDE THESE CONTENT & SERVICES EXTREMELY OR VERY FREQUENTLY

		HEM
1	Overall product information	50%
2	Scientific details about products	42%
3	Patient education materials and support program	23%
4	Disease information	23%
5	Scientific collaborations (e.g., studies)	19%
6	Patient access & insurance coverage	19%
7	Drug supply status	18%
8	Product samples	17%
9	Impact of COVID-19 on your specialty	15%
10	**Sharing of practice management experiences from other clinicians**	**14%**
11	Other collaborations and projects	14%
12	Sharing of case studies from other physicians	13%
13	Practice operations support	13%

Q31. How frequently do pharmaceutical companies currently provide such content & services? Please assign a rating from 1 (=not provided at all) to 7 (=provided extremely often)

% PHYSICIANS EXTREMELY OR VERY INTERESTED IN PHARMA PROVIDING THESE CONTENT & SERVICES

		HEM
1	Scientific details about products	54%
2	Scientific collaborations (e.g., studies)	38%
3	Overall product information	37%
4	Disease information	33%
5	**Sharing of practice management experiences from other clinicians**	**29%**
6	Patient education materials and support program	28%
7	Patient access & insurance coverage	27%
8	Drug supply status	26%
9	Other collaborations and projects	25%
10	Sharing of case studies from other physicians	22%
11	Impact of COVID-19 on your specialty	22%
12	Product samples	20%
13	Practice operations support	20%

Q30. How interested are you in pharmaceutical companies providing the following content & services? Please assign a rating from 1 (=not relevant/interested at all) to 7 (=Extremely relevant/interested).

	Total	Card	Derm	Hem	Onc	IM	Endo	Neuro	Pulm	Uro	Rheum
Base Sizes, n=	1818	185	180	181	174	308	150	185	149	154	152

Neurologists are interested in pharma providing more opportunities for scientific collaborations, one of the most desired services

% PHYSICIANS SAY PHARMA PROVIDE THESE CONTENT & SERVICES EXTREMELY OR VERY FREQUENTLY

#	Content & services	NEURO
1	Overall product information	44%
2	Scientific details about products	36%
3	Patient education materials and support program	23%
4	Drug supply status	23%
5	Product samples	22%
6	Disease information	21%
7	Patient access & insurance coverage	19%
8	Sharing of practice management experiences from other clinicians	17%
9	Sharing of case studies from other physicians	16%
10	Impact of COVID-19 on your specialty	15%
11	**Scientific collaborations (e.g., studies)**	**14%**
12	Other collaborations and projects	13%
13	Practice operations support	12%

Q31. How frequently do pharmaceutical companies currently provide such content & services? Please assign a rating from 1 (=not provided at all) to 7 (=provided extremely often)

% PHYSICIANS EXTREMELY OR VERY INTERESTED IN PHARMA PROVIDING THESE CONTENT & SERVICES

#	Content & services	NEURO
1	Overall product information	44%
2	Scientific details about products	43%
3	Patient education materials and support program	36%
4	**Scientific collaborations (e.g., studies)**	**32%**
5	Disease information	31%
6	Patient access & insurance coverage	30%
7	Drug supply status	29%
8	Sharing of practice management experiences from other clinicians	28%
9	Product samples	27%
10	Sharing of case studies from other physicians	26%
11	Practice operations support	22%
12	Other collaborations and projects	22%
13	Impact of COVID-19 on your specialty	21%

Q30. How interested are you in pharmaceutical companies providing the following content & services? Please assign a rating from 1 (=not relevant/interested at all) to 7 (=Extremely relevant/interested).

	Total	Card	Derm	Hem	Onc	IM	Endo	Neuro	Pulm	Uro	Rheum
Base Sizes, n=	1818	185	180	181	174	308	150	185	149	154	152

Urologists are interested in more scientific collaborations and sharing best practices, two of the least frequently provided but most desired areas

% PHYSICIANS SAY PHARMA PROVIDE THESE CONTENT & SERVICES EXTREMELY OR VERY FREQUENTLY

		URO
1	Overall product information	42%
2	Scientific details about products	34%
3	Drug supply status	23%
4	Patient education materials and support program	21%
5	Disease information	21%
6	Patient access & insurance coverage	21%
7	Product samples	20%
8	Impact of COVID-19 on your specialty	18%
9	**Sharing of practice management experiences from other clinicians**	**16%**
10	Other collaborations and projects	16%
11	Practice operations support	16%
12	**Scientific collaborations (e.g., studies)**	**15%**
13	Sharing of case studies from other physicians	14%

Q31. How frequently do pharmaceutical companies currently provide such content & services? Please assign a rating from 1 (=not provided at all) to 7 (=provided extremely often)

% PHYSICIANS EXTREMELY OR VERY INTERESTED IN PHARMA PROVIDING THESE CONTENT & SERVICES

		URO
1	Scientific details about products	44%
2	Overall product information	36%
3	**Scientific collaborations (e.g., studies)**	**32%**
4	Patient education materials and support program	30%
5	**Sharing of practice management experiences from other clinicians**	**30%**
6	Product samples	30%
7	Patient access & insurance coverage	29%
8	Disease information	28%
9	Drug supply status	27%
10	Sharing of case studies from other physicians	23%
11	Practice operations support	21%
12	Other collaborations and projects	19%
13	Impact of COVID-19 on your specialty	18%

Q30. How interested are you in pharmaceutical companies providing the following content & services? Please assign a rating from 1 (=not relevant/interested at all) to 7 (=Extremely relevant/interested).

	Total	Card	Derm	Hem	Onc	IM	Endo	Neuro	Pulm	Uro	Rheum
Base Sizes, n=	1818	185	180	181	174	308	150	185	149	154	152

What does this mean for the healthcare industry?

Key findings

- Interest in new product information was the foremost reason for remote engagement with sales reps.
- Physicians' interest in basic information such as product information, scientific details about products, patient education materials and support programs are being well-met by pharma's current content and services.
- Across regions globally and specialties, physicians are interested in more opportunities for scientific collaborations and sharing of best practices for practice management from other clinicians.

Implications for industry

- With a plethora of new technology for physicians to be self-sufficient and digitally-savvy than ever before to learn product and disease information, pharma sales reps need to evolve the content of their engagements.
- Sales reps will still be an invaluable part of new drug / indication launches as physicians still prefer to learn new product information from reps.
- Pharma needs to focus on increasing the value of the engagement with the physician. Outside of new product information, pharma and sales reps need to provide quality, differentiated content that is uniquely relevant and useful to the physician. Building relationships with physicians to understand their needs is more important than ever.

Thank you!

To learn how Sermo can support your HCP insights and engagement goals, email us at business@sermo.com