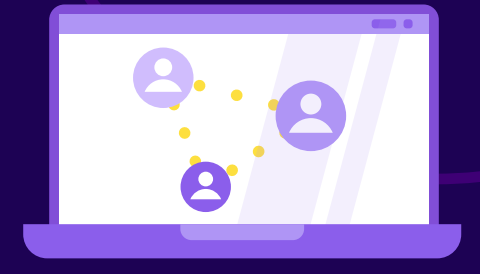


# PHARMA LEADERS OF DIGITAL MEDIA



Physicians accept **less than half** of the total invitations received from sales reps.

**Invitations from sales reps in the past 30 days:**

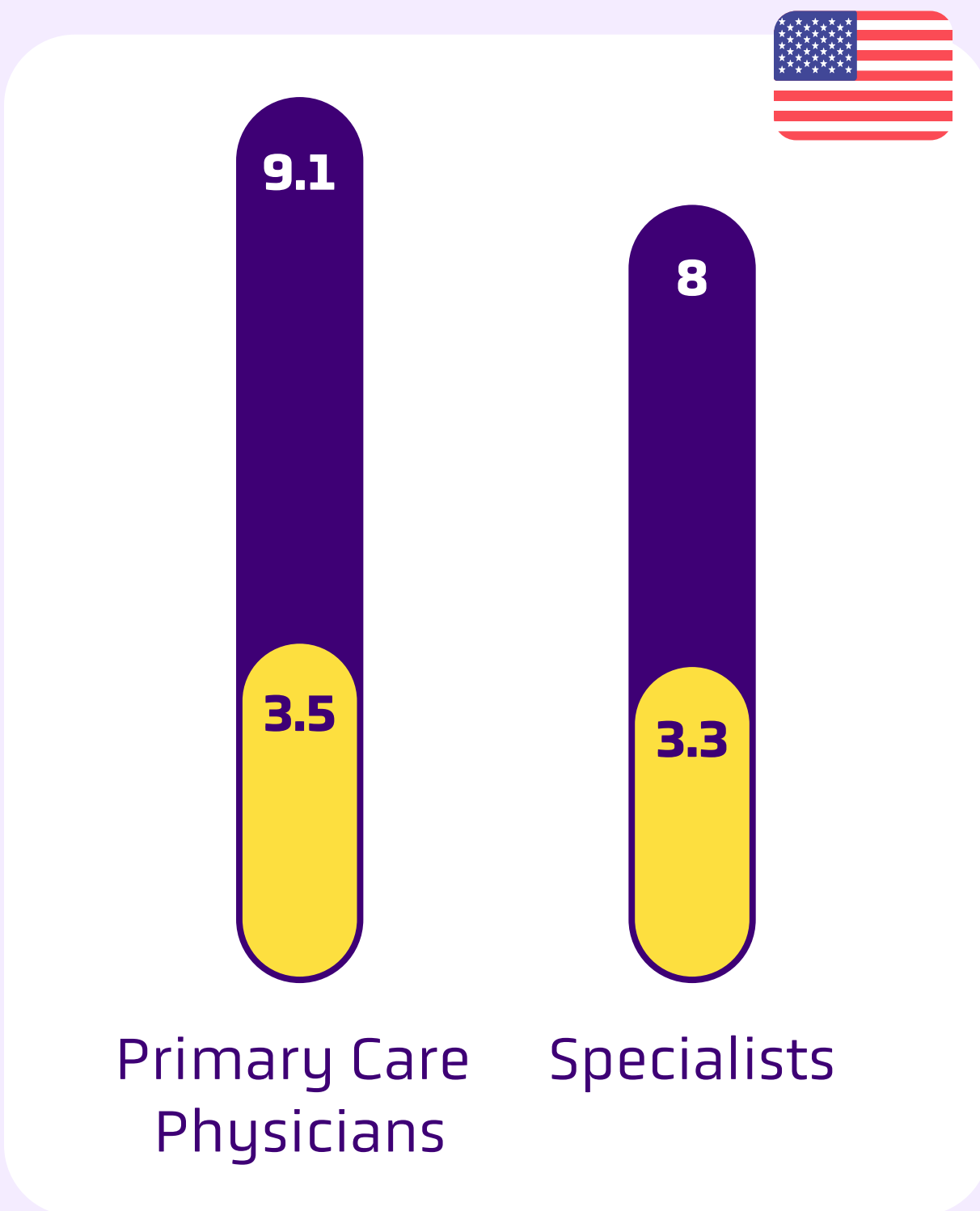
Mean

**received**

**accepted**

Including invitations to:

- In-person meetings
- Telephone meetings
- Videoconferences
- Live chat sessions (e.g., texting)



A **strong online presence** is therefore important as an alternate source of information for physicians.

**Pharmaceutical company with the best digital/online presence**

% ranked 1st-3rd

*\*Differences by specialty are available in the full report*



## Factors HCPs mention contributing to a positive **online presence** rating



Strong online advertising presence



An easy to navigate website



A website with strong content



Positive online interactions with the sales rep

Data based on survey of physicians in the US (n=150) and Canada (n=140) recruited in August 2023. In the US, the sample includes 50 Primary Care Physicians and 100 Specialists. In Canada, the sample includes 49 General Practitioners and 91 Specialists.

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