How Physicians Want to Learn About New Treatments

Effectively engaging physicians is a key component to launching new pharmaceutical products, so we asked physicians about their preferences in how they learn about new brands and engage with pharma about new treatments.

WHAT DRIVES INTEREST IN NEW PRODUCTS?

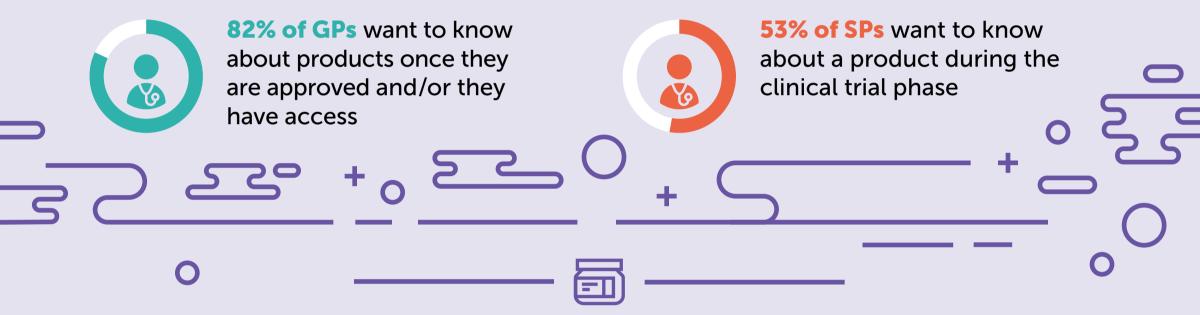
Physicians rated the following as the most compelling types of information (NET):

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Head-to-head trial data demonstrating efficacy	96%
Better tolerability profile	96%
Better long-term safety	96%
Efficacy demonstrated in trial data vs. placebo	89%

Data showing improved quality of life
(SPs rate significantly higher vs. GPs)89%More convenient administration84%Longer duration of action81%

GPs and SPs differ in terms of **when** they want to learn about new products



SATISFACTION WITH LEARNING ABOUT NEW PRODUCTS



Through in-person interactions:



Through virtual or digital interactions:

PREFERRED WAYS TO LEARN ABOUT NEW PRODUCTS

Top resources

Although physicians prefer in-person learning, their preferred learning sources are the same whether they occur virtually or in-person

93%

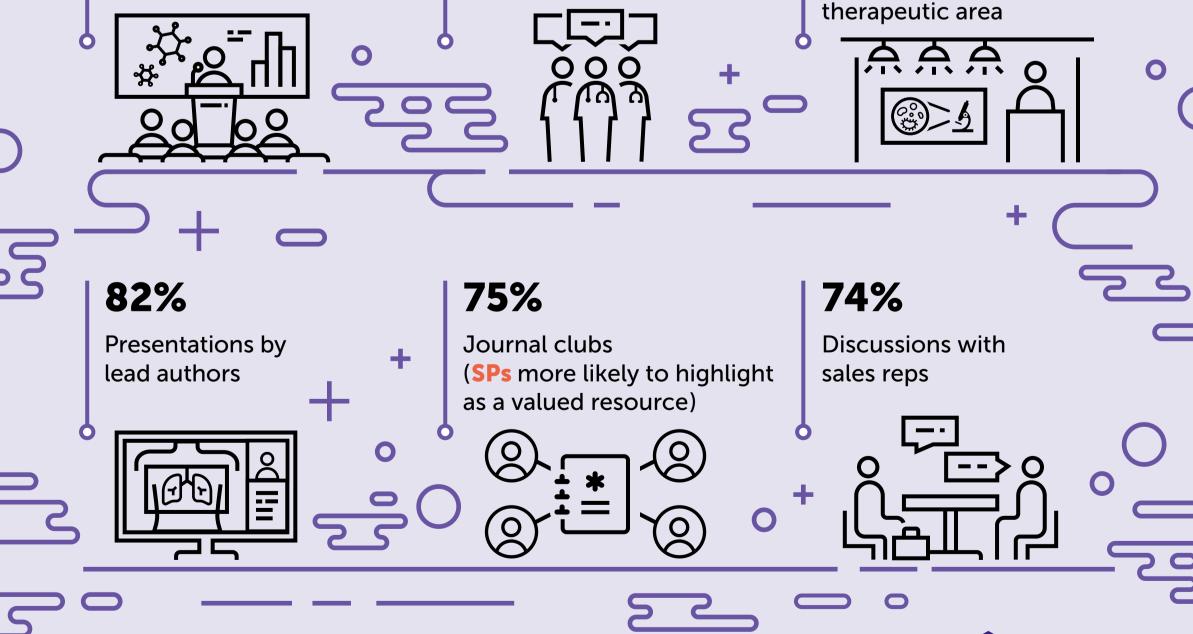
Presentations at conferences

88%

Group discussions with peers or colleagues

85%

Educational events with KOLs or specialists in the





THE ROLE OF THE SALES REP

66% Agree they are more likely to meet with reps or MSLs to discuss new products or indications

However...

87% Highlight they are more likely to meet with reps or MSLs with whom they have an established relationship

Data based on survey of n=140 Canadian Physicians (n=50 General Practitioners and n=90 Specialist Physicians). April 2022.

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