



How Physicians Want to Learn About New Treatments

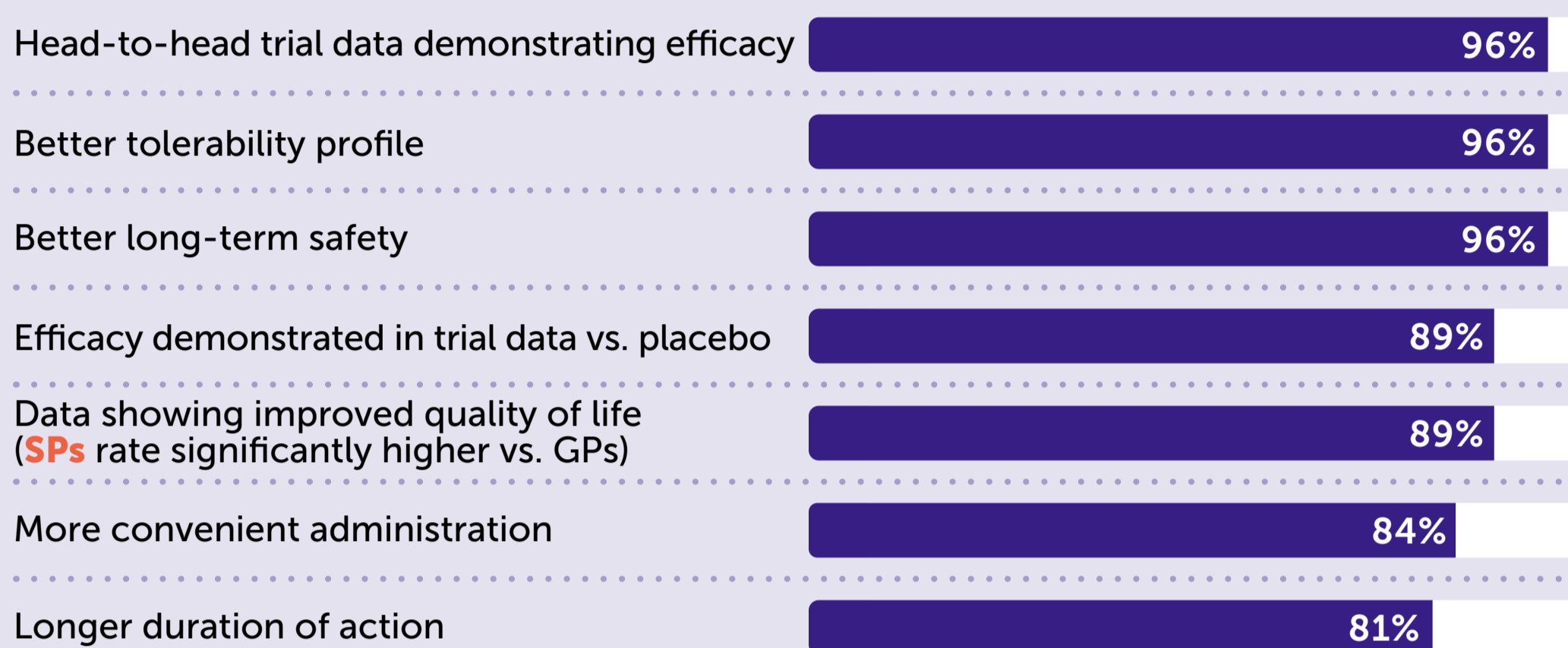


Effectively engaging physicians is a key component to launching new pharmaceutical products, so we asked physicians

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):



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



82% of GPs want to know about products once they are approved and/or they have access



53% of SPs want to know about a product during the clinical trial phase

SATISFACTION WITH LEARNING ABOUT NEW PRODUCTS



Through in-person interactions: **87%**

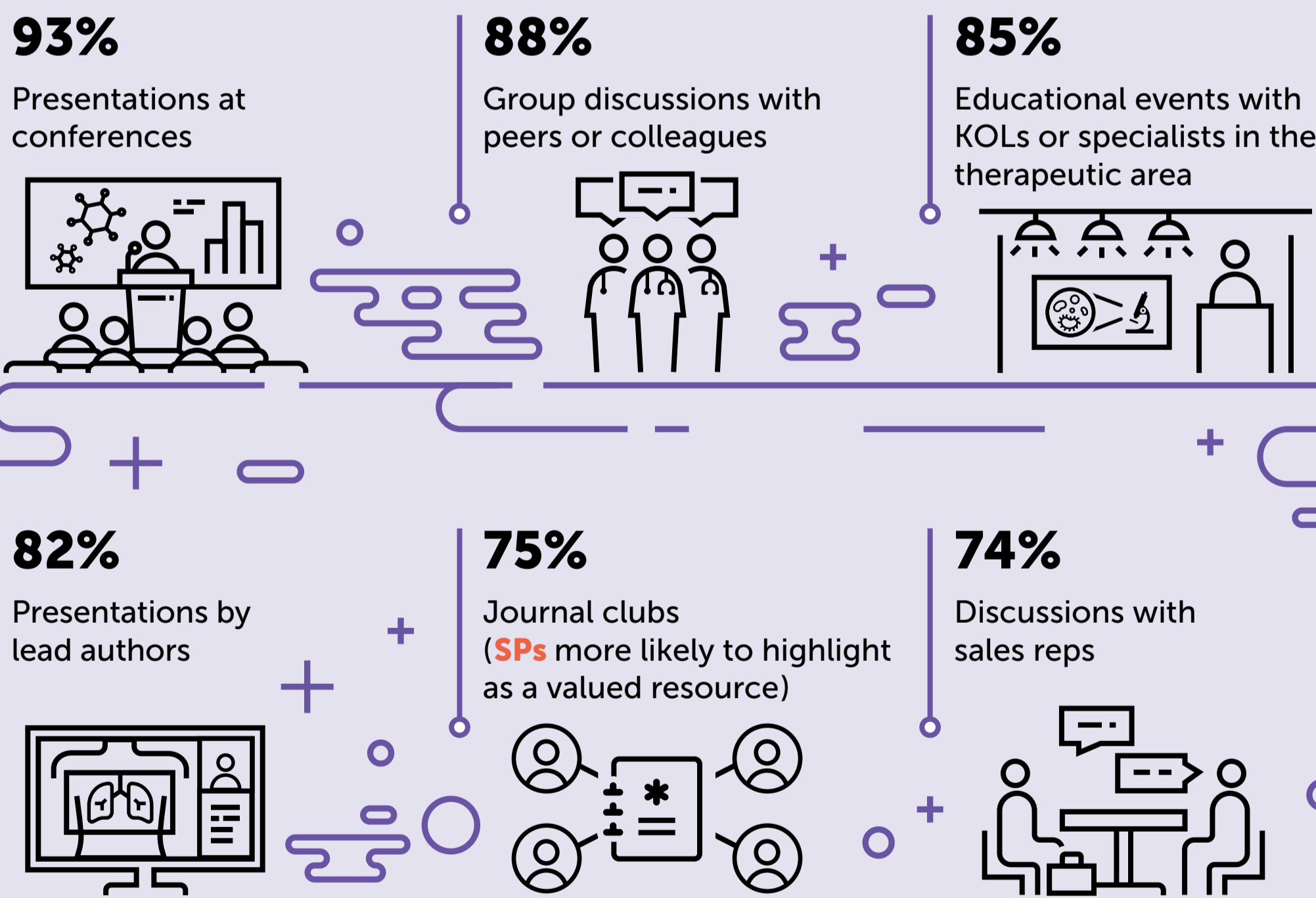


Through virtual or digital interactions: **61%**

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



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

