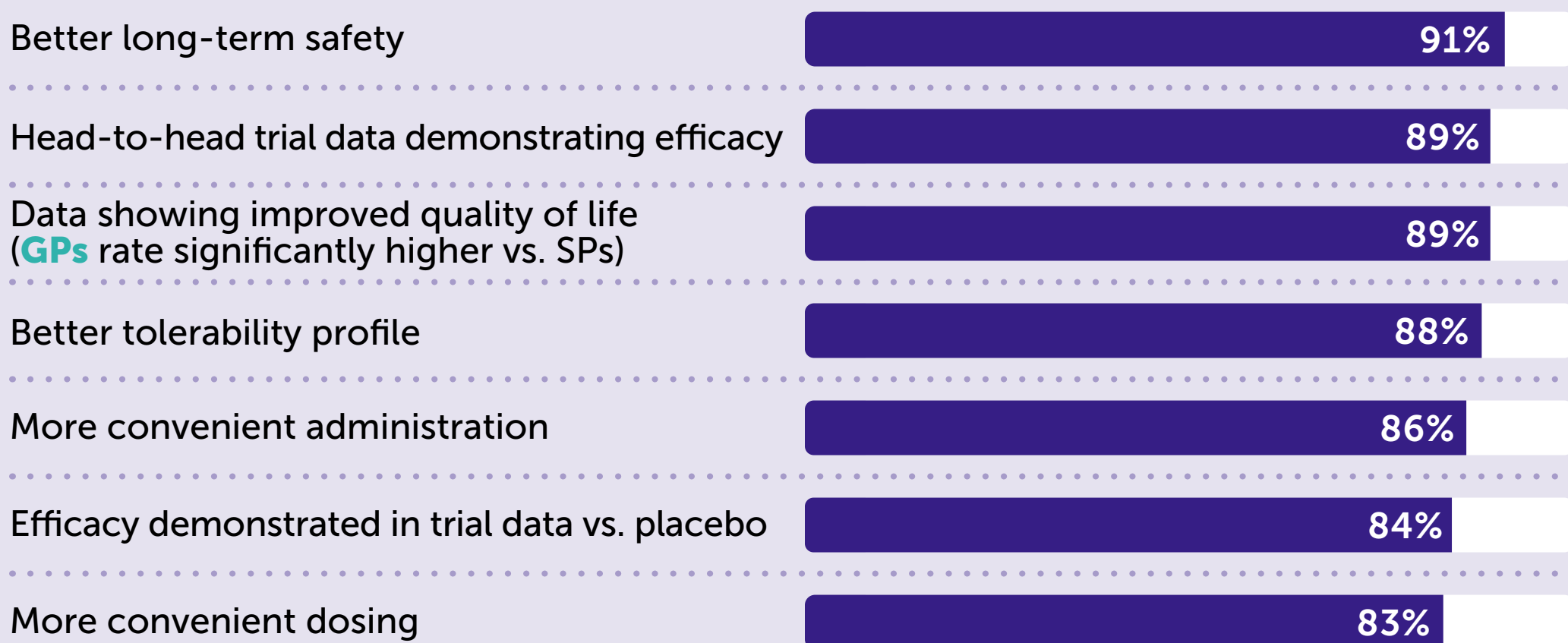# How to Best Engage Physicians When Launching New Brands

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):

Better long-term safety	91%
Head-to-head trial data demonstrating efficacy	89%
Data showing improved quality of life (GPs rate significantly higher vs. SPs)	89%
Better tolerability profile	88%
More convenient administration	86%
Efficacy demonstrated in trial data vs. placebo	84%
More convenient dosing	83%

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

76% of GPs want to know about products once they are approved and/or they have access

44% of SPs want to know about a product during the clinical trial phase

SATISFACTION WITH LEARNING ABOUT NEW PRODUCTS

Through in-person interactions: (**SPs** are more satisfied vs. GPs)
83%

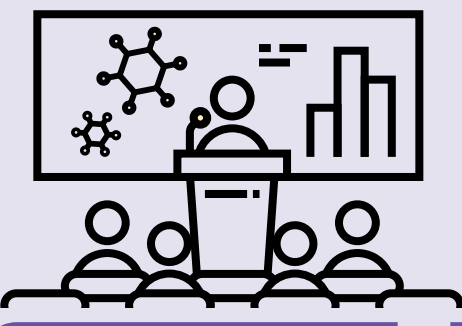Through virtual or digital interactions:
60%

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
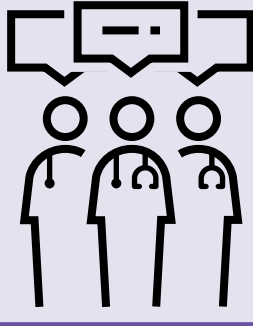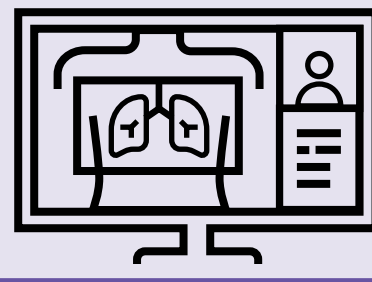
90%
Presentations at conferences

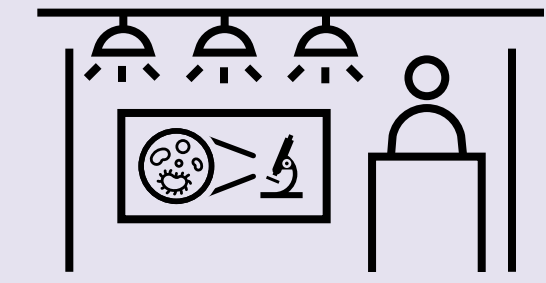**86%**
Group discussions with peers or colleagues

78%
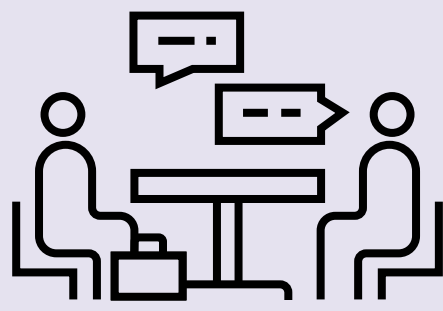Presentations by lead authors (**SPs** rate significantly higher vs. GPs)

76%
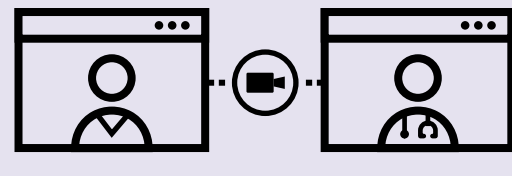Educational events with KOLs or specialists in the therapeutic area

75%
Discussions with sales reps

66%
Discussions with MSLs (**SPs** rate significantly higher vs. GPs)

THE ROLE OF THE SALES REP

72% Agree they are more likely to meet with reps or MSLs to discuss new products or indications

However…

83% Highlight they are more likely to meet with reps or MSLs with whom they have an established relationship

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