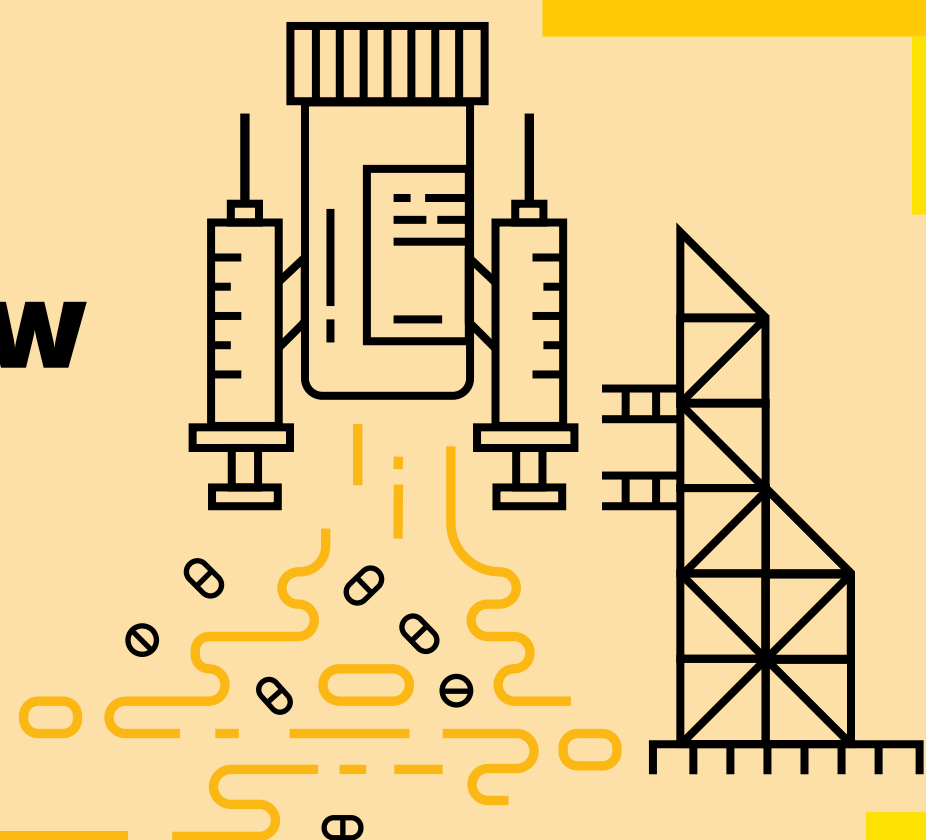




# Understanding the Impact of COVID-19 on New Pharma Product Launches



Launching new products into the pharmaceutical market comes with a considerable number of challenges in terms of increasing awareness, building familiarity with new brands and driving

interest among prescribers. Along with existing challenges, the COVID-19 pandemic has introduced a number of additional and unique hurdles for companies in the Canadian market.

The pandemic has significantly impacted physicians including how they learn about and integrate new products into their practices

**46% of GPs** and **29% of SPs** say the number of patients initiated on newly launched products declined during the pandemic

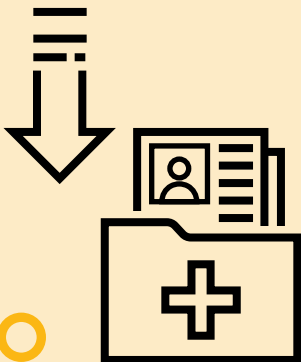


## WHY?

Less pharma presence



Reduced patient volumes



Lack of comfort with new products



**21% of GPs** say fewer products

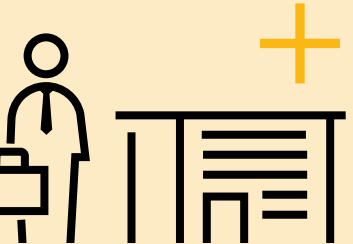
**9% of SPs** say patient reluctance

The majority agree it has been more difficult to get information about new products and treatments during the pandemic (**78% of GPs** and **58% of SPs**)

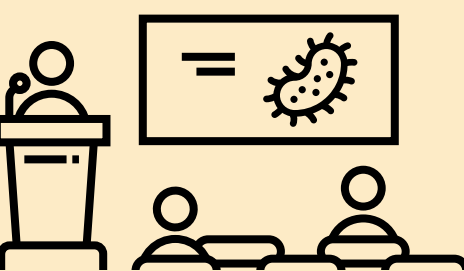


## WHY?

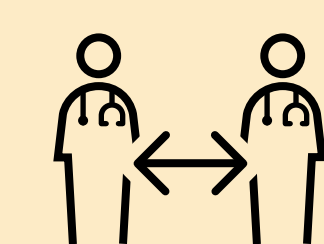
Fewer interactions with pharma related to new products



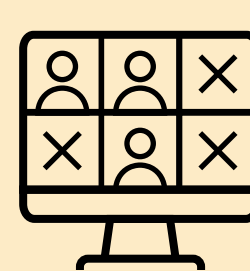
Decreased participation in conferences and meetings



Limited interactions with colleagues



Lack of engagement or interest with virtual interactions



**85%** Agree they have had fewer interactions compared to before the pandemic

**66%** Agree that limited opportunities to learn about new products have made it more challenging to assess how they will fit into their practice

**73%** Agree virtual interactions with sales reps & MSLs about new or upcoming products are less engaging

**87%** In-person satisfaction vs **61%** Virtual satisfaction

The majority agree it is more challenging to initiate patients on new treatments during virtual interactions compared to in-person

**82% of GPs**

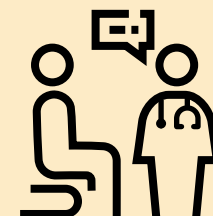
**71% of SPs**



## LEVEL OF COMFORT

% comfortable initiating patient on treatments

**85%** In-person



**50%** Over video call



**44%** Over phone

