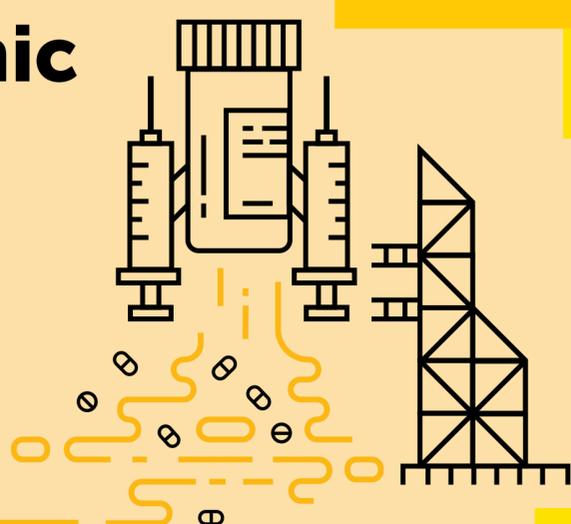




How the Pandemic Impacted New Pharma Product Launches



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 US market.

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

Close to 1 in 3 physicians say the number of patients initiated on newly launched products declined during the pandemic

32% of GPs

30% of SPs



WHY?

Less pharma presence



Reduced patient volumes



Patient reluctance



The majority agree it has been more difficult to get information about new products and treatments during the pandemic (**64% of GPs** and **59% of SPs**)

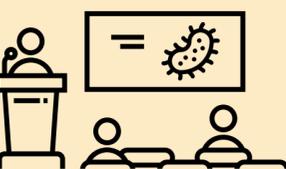


WHY?

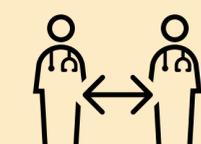
Fewer interactions with pharma related to new products (**SPs** more so than GPs)



Decreased participation in conferences and meetings



Limited interactions with colleagues (**GPs** more so than SPs)



Lack of engagement or interest with virtual interactions



87% Agree they have had fewer interactions compared to before the pandemic

67% Agree that limited opportunities to learn about new products have made it more challenging to assess how they will fit into their practice

69% Agree virtual interactions with sales reps & MSLs about new or upcoming products are less engaging

83% In-person satisfaction vs **60%** Virtual satisfaction



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

74% of GPs

69% of SPs



LEVEL OF COMFORT

% comfortable initiating patient on treatments

83% In-person



56% Over video call



43% Over phone

