

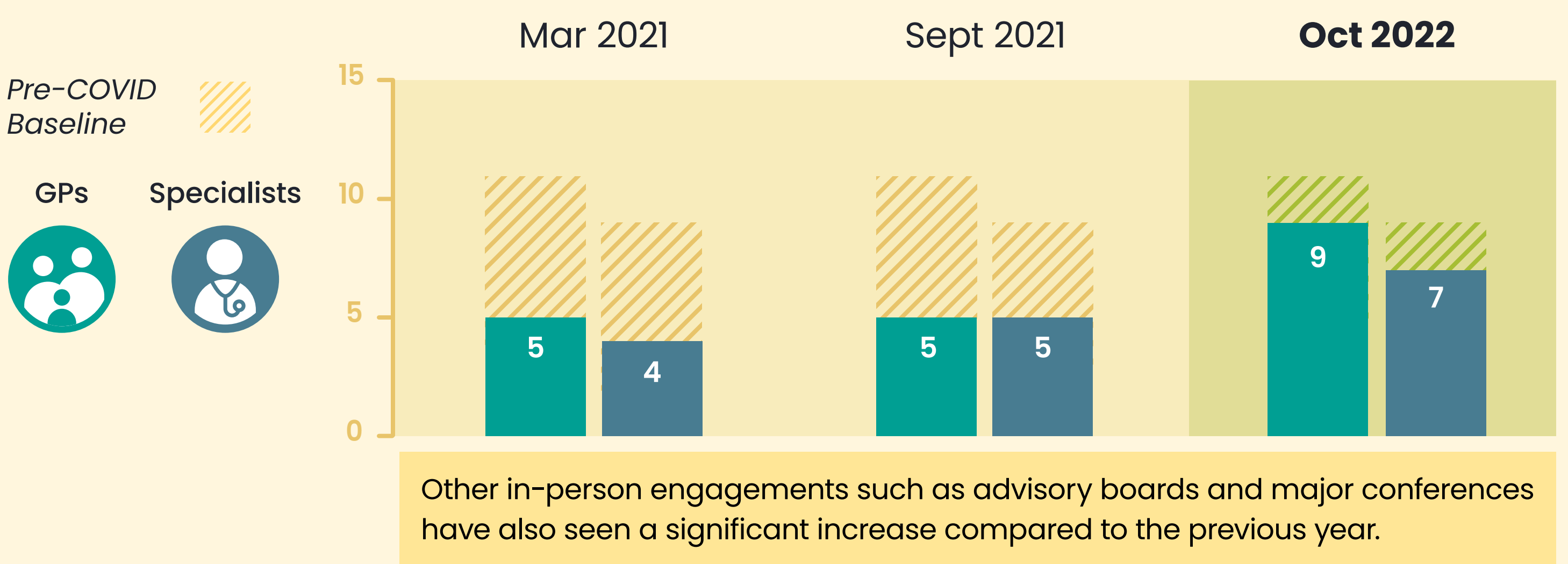
In-person and remote meetings between doctors & pharma companies now standard

MD Analytics asked Canadian physicians about their workloads and interactions with pharma companies before and during the pandemic, as well as their expectations for the future.



Physician interactions with pharma companies are almost back to pre-pandemic volumes

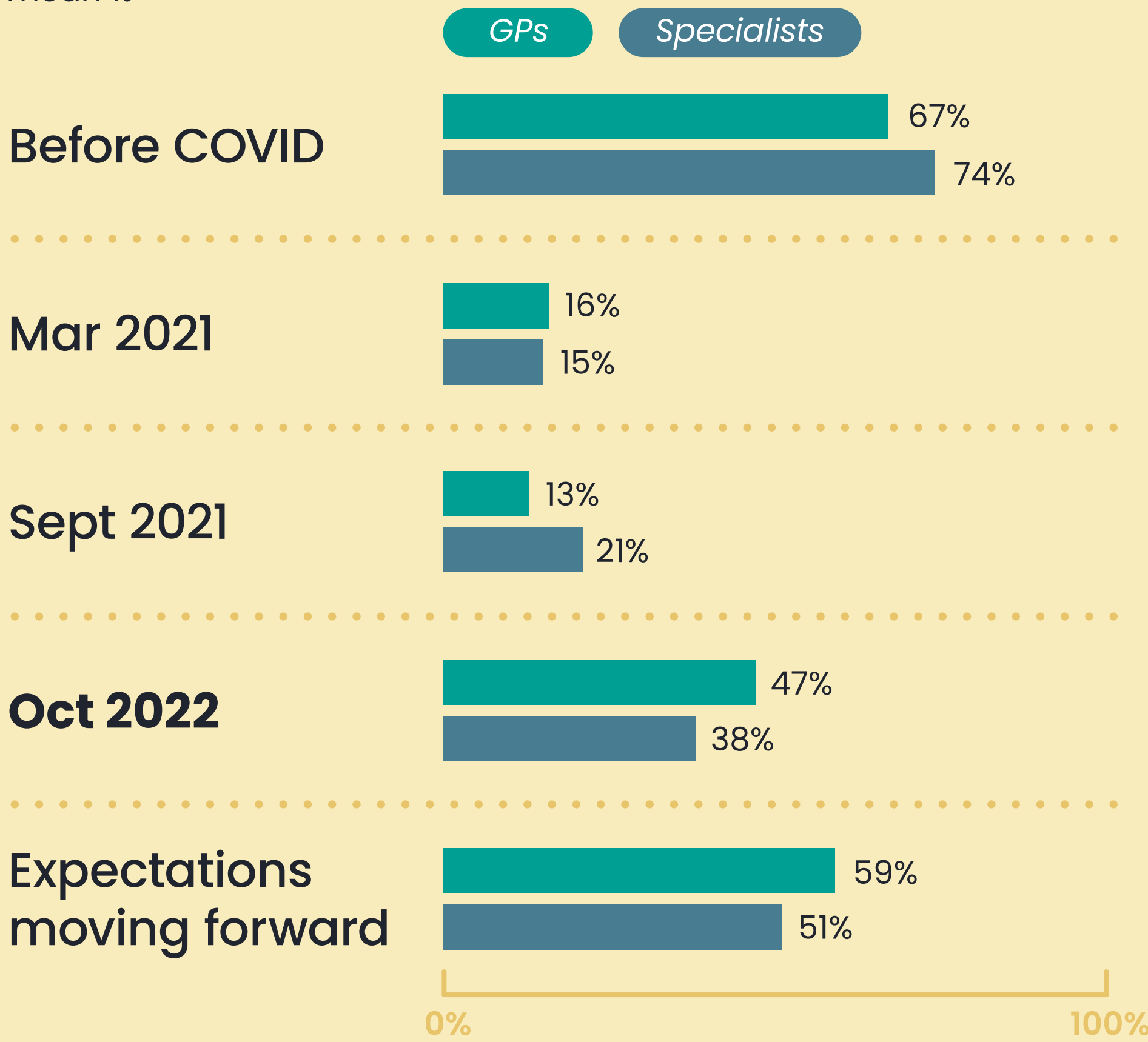
Total number of interactions with pharma (past 30 days - mean)



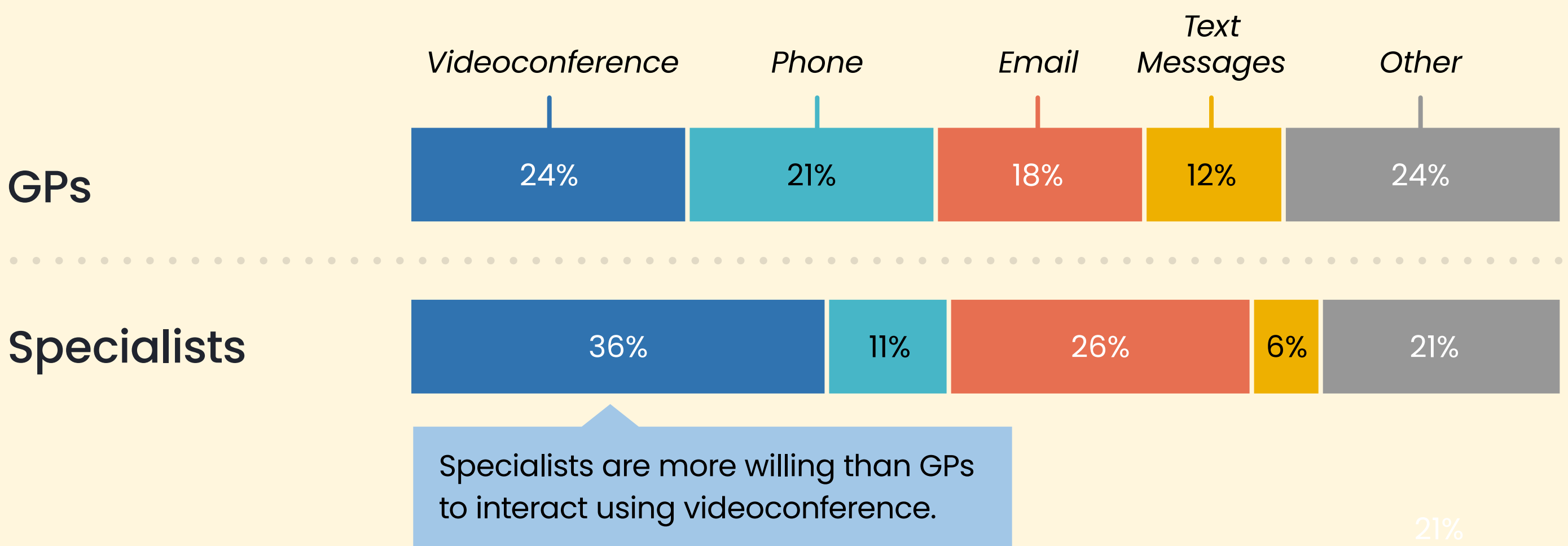
In-person interactions with pharma have increased since last year. However, they have not returned to pre-COVID levels and are not expected to do so for the foreseeable future.

Proportion of interactions with pharma taking place in-person

mean %



Remote interaction preferences - by format



Physicians' preferences vary greatly when it comes to interacting with pharma companies. This reinforces the importance of segmenting physicians accurately to tailor detailing initiatives accordingly.



Data based on survey of total n= 140 (n= 50 General Practitioners and n= 90 Specialist Physicians), October 2022.

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