



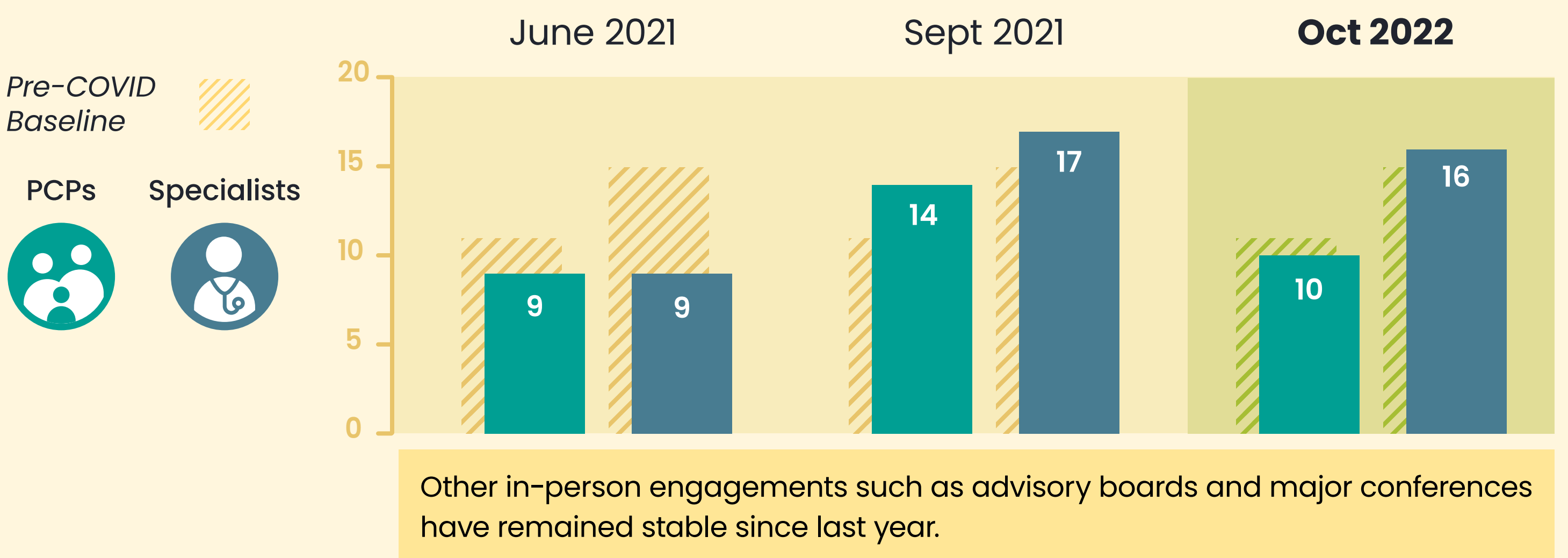
# The new standard: Physicians and pharma companies now meet in-person and remotely

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



## The total number of physician interactions with pharma companies is back to pre-pandemic volumes

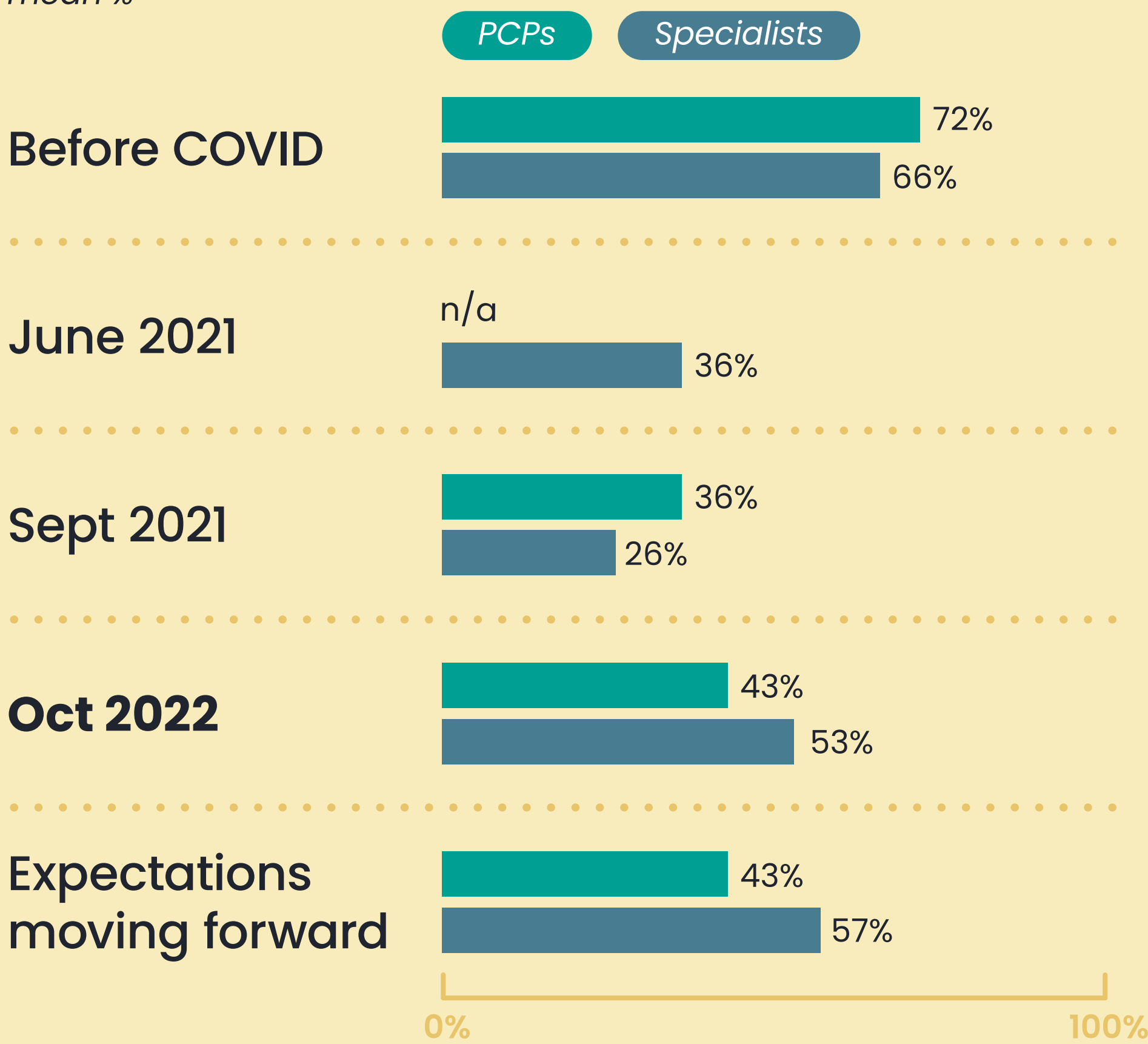
Total number of interactions with pharma (past 30 days - mean)



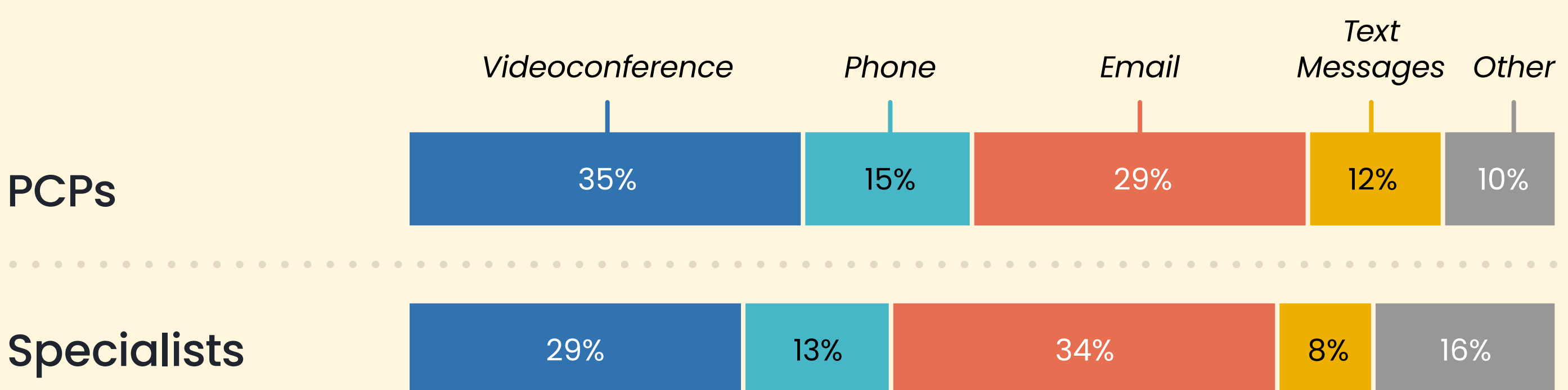
In-person interactions with pharma have increased since last year. However, they have not returned to pre-COVID levels and are not expected to do so for the foreseeable future.

## 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=159 (n= 50 Primary Care Physicians and n= 109 Specialist Physicians), October 2022.