



“ Sales Reps add VALUE to my practice ”

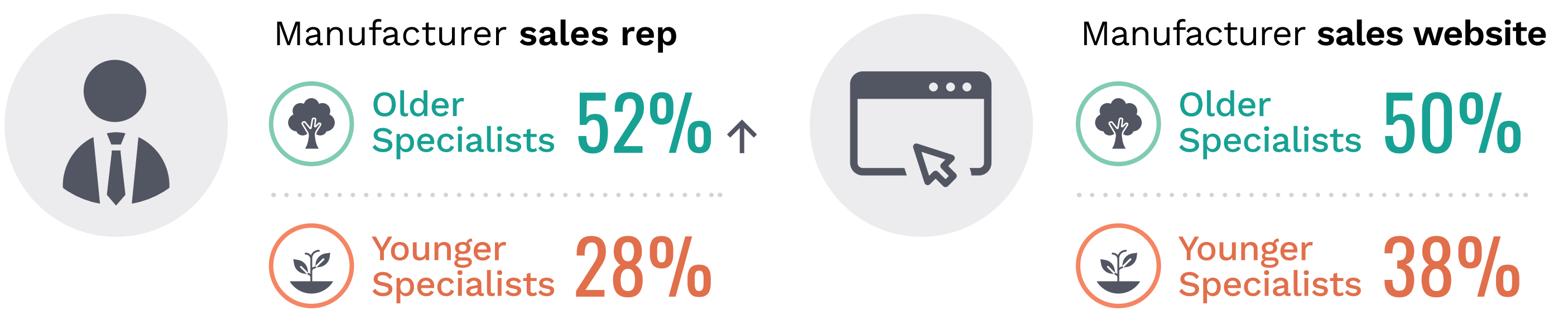
Say older physician specialists



Arrows are used to indicate a statistically significant difference at 95% confidence level for younger specialists vs. older specialists.

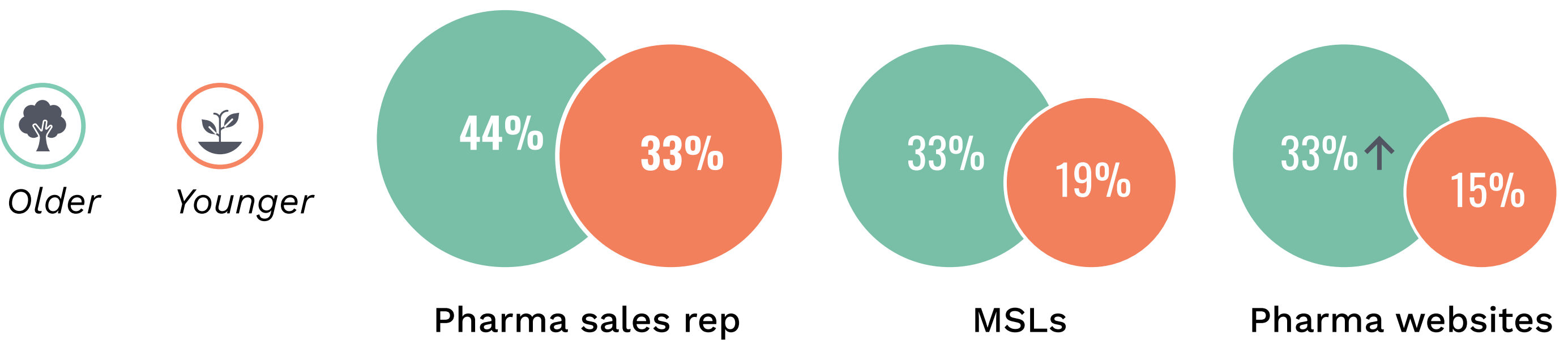
According to our recent research among physician specialists, the younger generation is less engaged with and reliant on pharma companies than the older generation. Let's delve into the findings of our new study.

Preferred information sources for new products:



Not only is there a difference in preference of information sources, but also in usage as well.

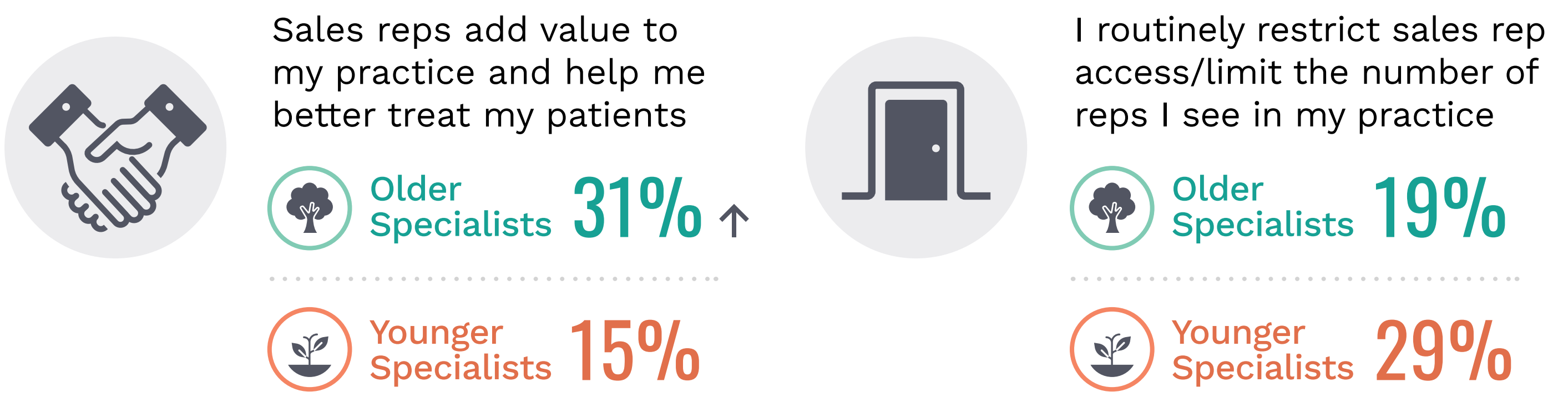
Information sources used in past 6 months



Older specialists find more value in manufacturer sales reps overall and are less likely to restrict access to detailing.

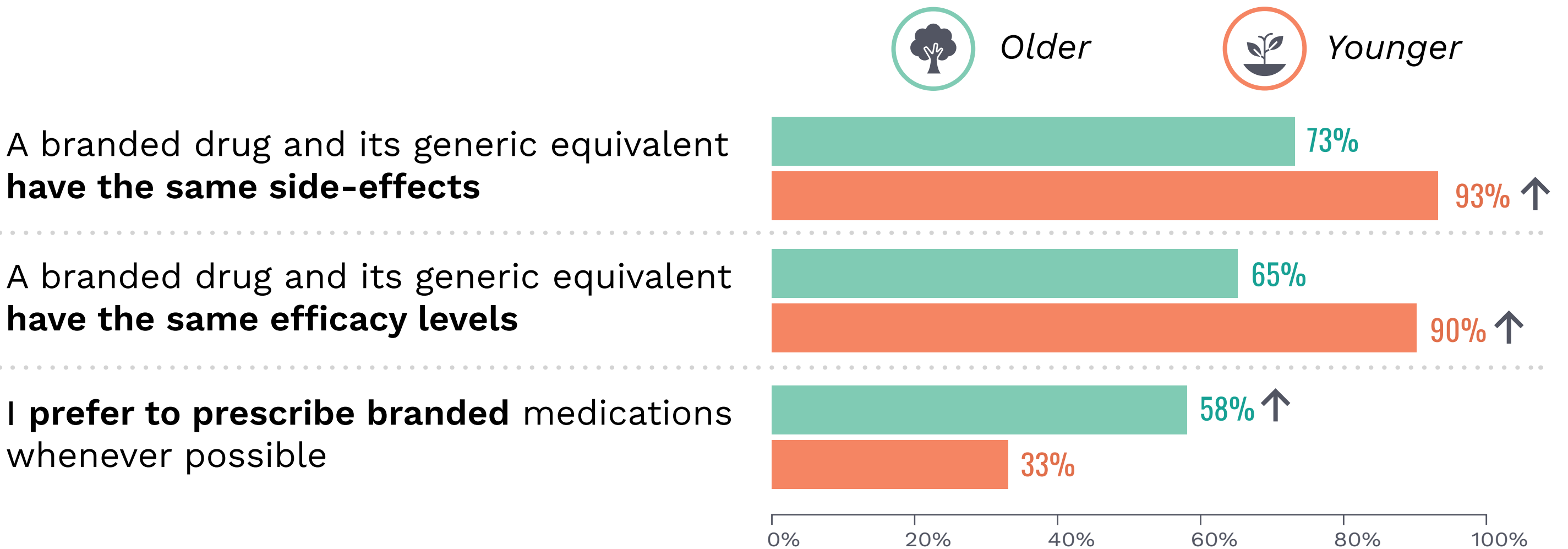
Level of Agreement with Statements About Sales Reps and Pharma Companies

% physicians who strongly agree



Along the same lines, our findings show that older specialists are more tied to branded treatments whereas younger specialists are more likely proponents of generic drugs.

Attitudes on Branded vs Generic Drugs



What does this mean? Pharma companies will need to factor in these generational differences and find ways to connect with younger specialists as the workforce ages and retires.

Data based on survey of n=100 US Physicians, March 2023.

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