



CANADIAN PHYSICIANS FEEL THAT **VIRTUAL INTERACTIONS** WITH PHARMA ARE HERE TO STAY



Virtual interactions are any non in-person interactions, such as:

- Phone
- Videoconference
- Email
- Social Media
- Live chat/online sessions/texting
- Pre-recorded learning/podcasts

MD Analytics asked 140 Canadian physicians (a mix of General Practitioners and various Specialists) about their experiences interacting with pharma companies before and during the COVID-19 Pandemic, as well as their expectations after.

Physician interest in **virtual interactions with pharma** continues to increase.

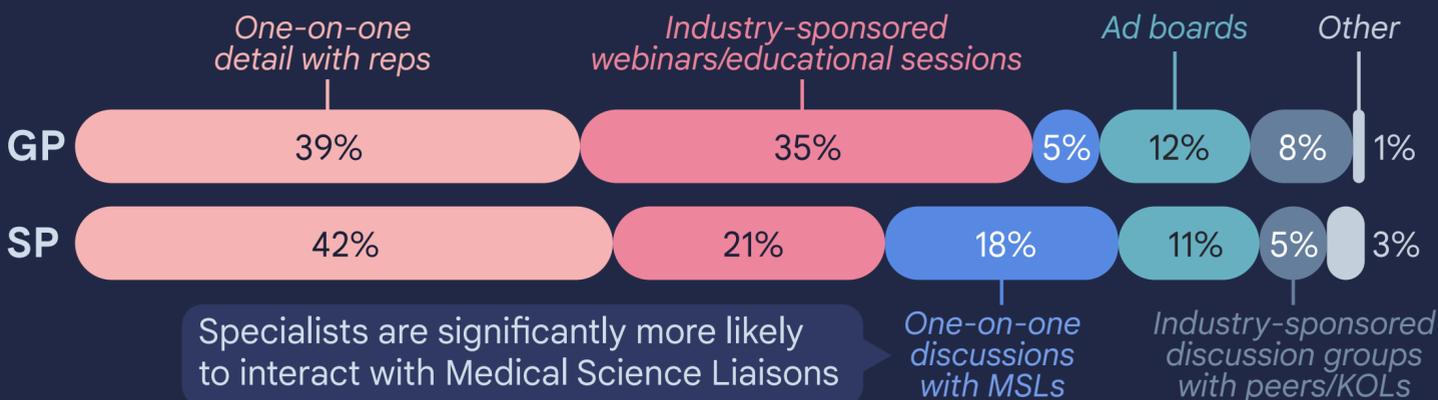


Specialists' interest has become significantly higher than **General Practitioners**

2 in 3 video interactions are **one-on-one with rep** or an **industry sponsored webinar**.



Breakdown of video interactions in the past 30 days (mean)



In-person vs. Virtual interactions with pharma

(mean, combined GP+SP)



During the COVID-19 pandemic, virtual became the primary form of interaction and physicians do not expect a return to pre-pandemic communication habits.