



US PHYSICIANS ARE NOW MORE OPEN TO VIRTUAL INTERACTIONS WITH PHARMA, BUT EXPECT IN-PERSON INTERACTIONS TO RETURN



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 152 US 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.

Over half of physicians are interested in virtual interactions with pharma.

Interested in virtual interactions with pharma
(top 2 box)



Fully vaccinated rate required to be as comfortable seeing reps in person as before
(mean)



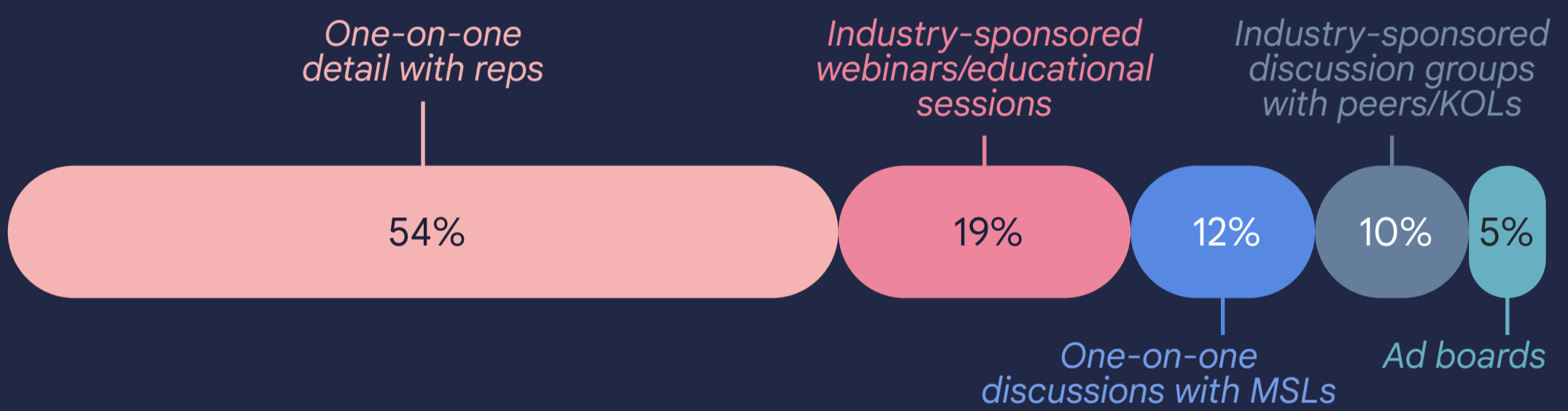
Current US national vaccination rate
(Oct 2021)



3 in 4 video interactions are **one-on-one with reps** or an **industry sponsored webinar**.

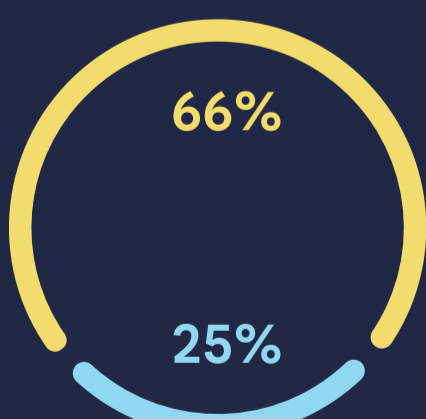


Breakdown of video interactions in the past 30 days *(mean)*



In-person vs. Virtual interactions with pharma
(mean, combined GP+SP, other excluded)

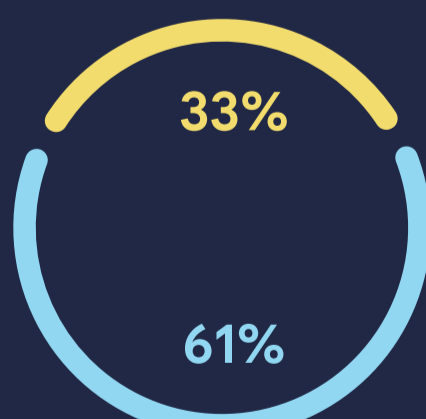
Before COVID-19



- 1

Virtual interactions were primarily email

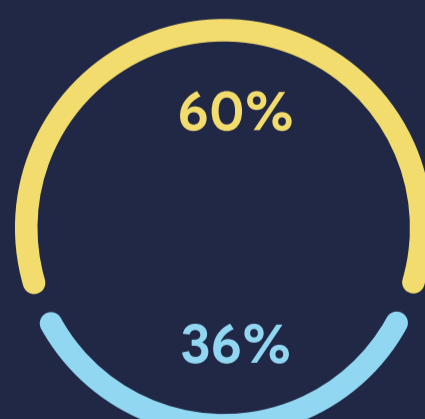
In Sept 2021



- 1
- 2
- 3

Videoconference now leads interactions

Once population has been fully vaccinated



- 1
- 2
- 3

Physicians would like a return to in-person, but remain open to video

During the COVID-19 pandemic, virtual became the primary form of interaction. Physicians are now more open to videoconferencing as a mode of interaction.

