

Remote Detailing Preferences



MD Analytics surveyed 202 U.S. healthcare providers to gain a better understanding of their remote detailing preferences.

What are healthcare providers' preferred means of interacting with a sales representative, assuming in-person interactions are viable?



32%

In-person

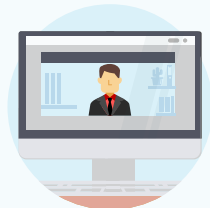
- Allows for face-to-face interaction
- Allows rep to provide samples
- Familiarity



31%

Email

- Reply when you want
- Easy to access
- Interactions are shorter



20%

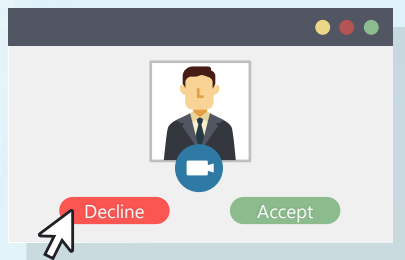
Videoconference

- Poses no risk of spreading illness
- Easy to access
- Allows for face-to-face interactions

40%

of videoconference meeting invitations are **NOT accepted**

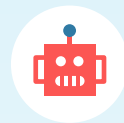
So, why aren't videoconferences more preferred?



The formality of having to be in one place.



Potential for logistical issue. (*connectivity, too many platforms*)



While it mimics an in-person interaction, it isn't quite the same.

What can Pharma do to make videoconference calls more appealing?



Use a platform familiar to physicians

79% mention *Zoom* as their preferred platform.



Maximize the potential for a two-way dialogue

Consider sending materials before the call.



Keep the calls concise

The ideal meeting length is 10–30 mins.



Stronger tie-ins to sample access

Consider virtual sample cards or online ordering to overcome this barrier.

Please reach out to your MD Analytics representative for more information.

Data based on survey of n=202 U.S. Healthcare Providers, March 2021.

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