

Remote Detailing Preferences



MD Analytics surveyed N=339 Canadian physicians to gain a better understanding of their remote detailing preferences.

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



35%

In-person

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



22%

Videoconference

- Easy to access
- Mimics in-person interaction
- Can share materials



20%

Email

- Reply when you want
- Easier/shorter
- Less formal



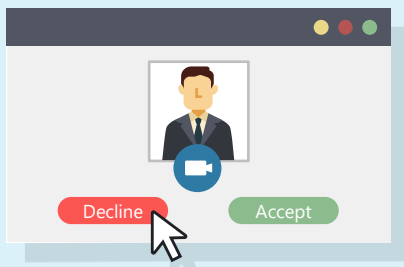
6%

Phone

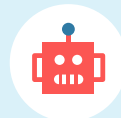
- Easy to access
- Usually shorter
- Can multi-task

So why are few videoconference invites accepted?

GPs (37%), SPs (50%)



The formality of having to be in one place.



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



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

What can Pharma do to make videoconference calls more appealing?



Use a platform familiar to physicians

61% 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 17 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=339 Canadian Physicians, October 2020.

Copyright © 2020 MD Analytics Inc. MD Analytics is a registered trademark of MD Analytics Inc. All rights reserved. MD Analytics Inc. is a member of the Canadian Research Insights Council (CRIC). This research fully complies with all CRIC Standards. MD Analytics Inc. has independently sponsored and conducted this research. To obtain media disclosures for this research, please visit www.mdanalytics.com/contact-us and quote QP26 in your request.



MD Analytics
www.mdanalytics.com