

# Boosting HCP Engagement Success in our Digital Reality

22<sup>nd</sup> June 2021

# Speakers



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*Senior Business Marketing  
Director, CSMS,  
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**Johnson & Johnson Consumer Health**



# Today's empowered human expects exceptional experiences integrated into their life

## Urban

### Environment

- Utilities
- Urban Planning



## Mobility

- Transport
- Tourism
- IT and Communications

## Human & Social

### Environment

- Culture
- Social Environment
- Education
- **Health**



## Urban

### Economy

- Finance
- Industry
- Trade and Services
- Innovations

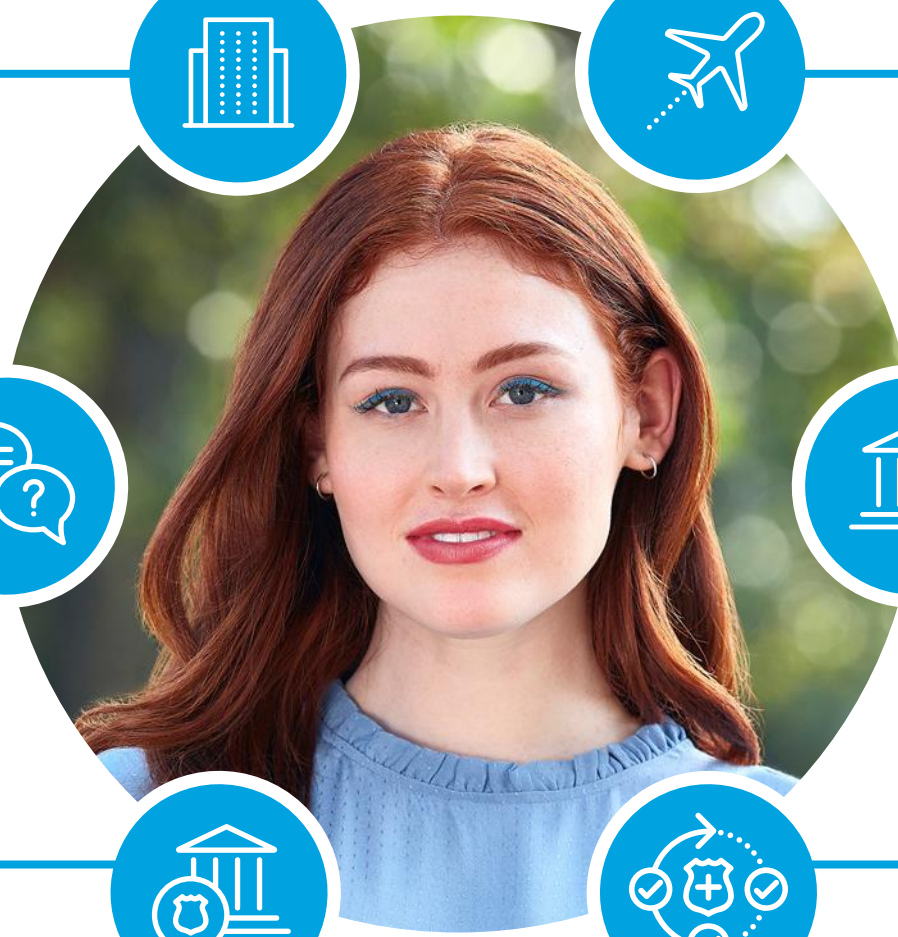
## Government

- Government
- Activities



## Safety and Ecology

- Safety
- Ecology



# Consumer

## Urban Environment

- Utilities
- Urban Planning

## Human & Social Environment

- Culture
- Social Environment
- Education
- Health

## Government

- Government Activities



## Mobility

- Transport
- Tourism
- IT and Communications

## Urban Economy

- Finance
- Industry
- Trade and Services
- Innovations

## Safety and Ecology

- Safety
- Ecology

# Partners (Pharmacists and other HCPs)

## Urban Environment

- Utilities
- Urban Planning

## Human & Social Environment

- Culture
- Social Environment
- Education
- Health

## Government

- Government Activities



## Mobility

- Transport
- Tourism
- IT and Communications

## Urban Economy

- Finance
- Industry
- Trade and Services
- Innovations

## Safety and Ecology

- Safety
- Ecology

Exceptional experience empowered by personalized insights in real time

# HCP as a Human



OneKey ID: **WFRM06016450**

**DAVID BOUCHER,**

Doctor, Dermatologist,  
MD, PhD



## OneKey CORE

*Academics:* Universite Paris

*Specialty:* Dermatology

*Position:* Hospital Practitioner, Member of Board

*Birth Year:* 1966 | *Graduation Year:* 1997

*Tendencies:* Immunology | Psoriasis

*Prefix | Gender | Language | Status (Valid/Invalid) | NHS Status | Creation date | Update date*

*Prescription Potential | Call Pressure Index | Nr of companies visited the doctor last 12 month*

*IDENTIFIERS (UCIs)*

*Workplaces:* 2 | *Colleagues:* 145

*Workplace addresses:* Postal codes, Addresses, Phones, Faxes, GEO coordinates, Hierarchy



## Market Access

*Role:* Inspector | *Network:* 7

*Type:* Regulation & Control

*Phase:* Post-Launch

*Geographic Level:* National



## Scientific

*Publications:* 60

*Interest area:* Key words

*Congresses:* 3

*Clinical Trials:* 11 | *Grants:* 10

*Sponsorship:* 456

*Collaborations:* 727

*Scientific Network:* 343

*Rising Star*

# HCP as a Human



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## Engagement

*Phone detailing: 2 / month*  
*E-mail detailing: 4 / month*  
*Remote detailing: 2 / month*  
*Call Pressure: 83 / year*



## Digital

*Social media profiles: 3*  
*Twitter | ResearchGate |*  
*LinkedIn | Facebook (US)*  
*Followers: 59 | 172*  
*Relations: 116*  
*Social Mentions: 121*  
*Social Listening*  
*News / Blogs / Mentions: 46*



## Digital ID

*Social | Mobile | Email | Advanced TV |*  
*Programmatic | Native*

HCP DIGITAL ID enables the Brand  
**message or ad to reach the right**  
**audience**, at the right time at scale

Activate, reach and deliver  
**personalized content** to HCPs **on any**  
**platform** and in **any digital channel**

# HCP networks for hyper-personalized engagement



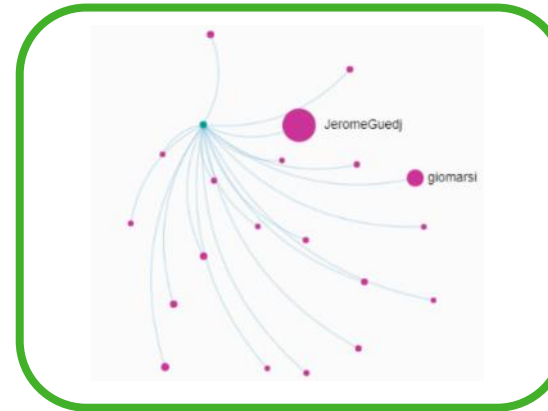
OneKey ID: WFRM06016450

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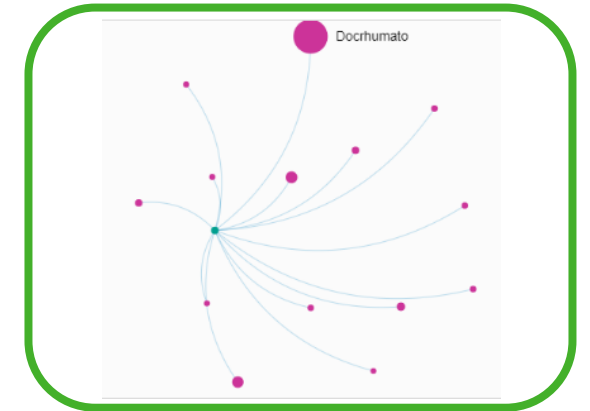
## Colleagues / HCO hierarchy

Name	Specialty	Name
BLOC (WFRH0326244)		CHU DE LILLE, 59, LILLE CEDEX (WFRH0326244)
CARDIOLOGIE ALICE (WFRH0326244)		CENTRE DE BIOLOGIE PATHOLOGIE, 59, LILLE CEDEX (WFRH0326244)
BARANOWSKI SABRINA (WFRH0326244)		CESU, 59, LILLE CEDEX (WFRH0326244)
BASSETTI CLAUDE (WFRH0326244)		CLUD RESEAU INTERNE DOULEUR (WFRH0326244)
BAUCHOT CLEMENCE (WFRH0326244)		CME (WFRH0326244)
BAUTERS CHRISTOPHE (WFRH0326244)		CMP ADULTES HAUBOURDIN, 59, HAL D'AUDEBERT (WFRH0326244)
RAYART MARIEF JACQUES (WFRH0326244)		CMP LILLE SUD, 59, LILLE (WFRH0326244)
BROCHER ARNAUD (WFRH0326244)		CMRR BAILLEUL (WFRH0326244)
CAMBON ANNE CLAIRE (WFRH0326244)		CONSEIL DE SURVEILLANCE (WFRH0326244)
COMINCK LORELEI (WFRH0326244)		CPIAS HAUTS DE FRANCE (WFRH0326244)
COEFRITS YVANN (WFRH0326244)		CRA NORD PAS DE CALAIS (WFRH0326244)
DE ANDRIAE PAULINE (WFRH0326244)		CRECHE LA PARANOLE (WFRH0326244)
DE BROOTE PASCAL (WFRH0326244)		CSAPA ANNOULLIN, 59, ANNOULLIN (WFRH0326244)
DELHOYE CEDRIC (WFRH0326244)		CSAPA CHU LE PARL, 59, LILLE CEDEX (WFRH0326244)
DREBELLE ANTOINE (WFRH0326244)		CSAPA SEQUELIN, 59, SEQUELIN (WFRH0326244)
DREBELLE MARIE (WFRH0326244)		DELEGATION APPLI LA PERFORMAN (WFRH0326244)
DUPRISTEK HELLANE (WFRH0326244)		DIM (WFRH0326244)

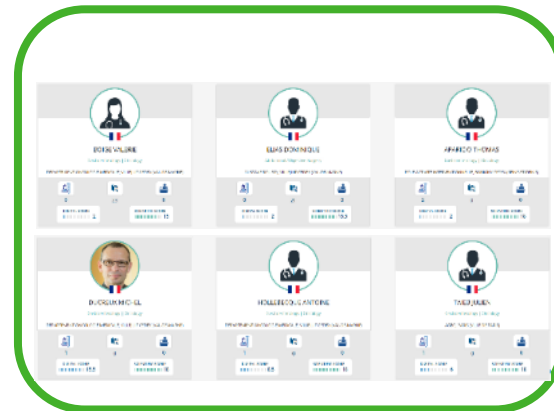
## ResearchGate Network



## Twitter Network



## TOP Collaborations

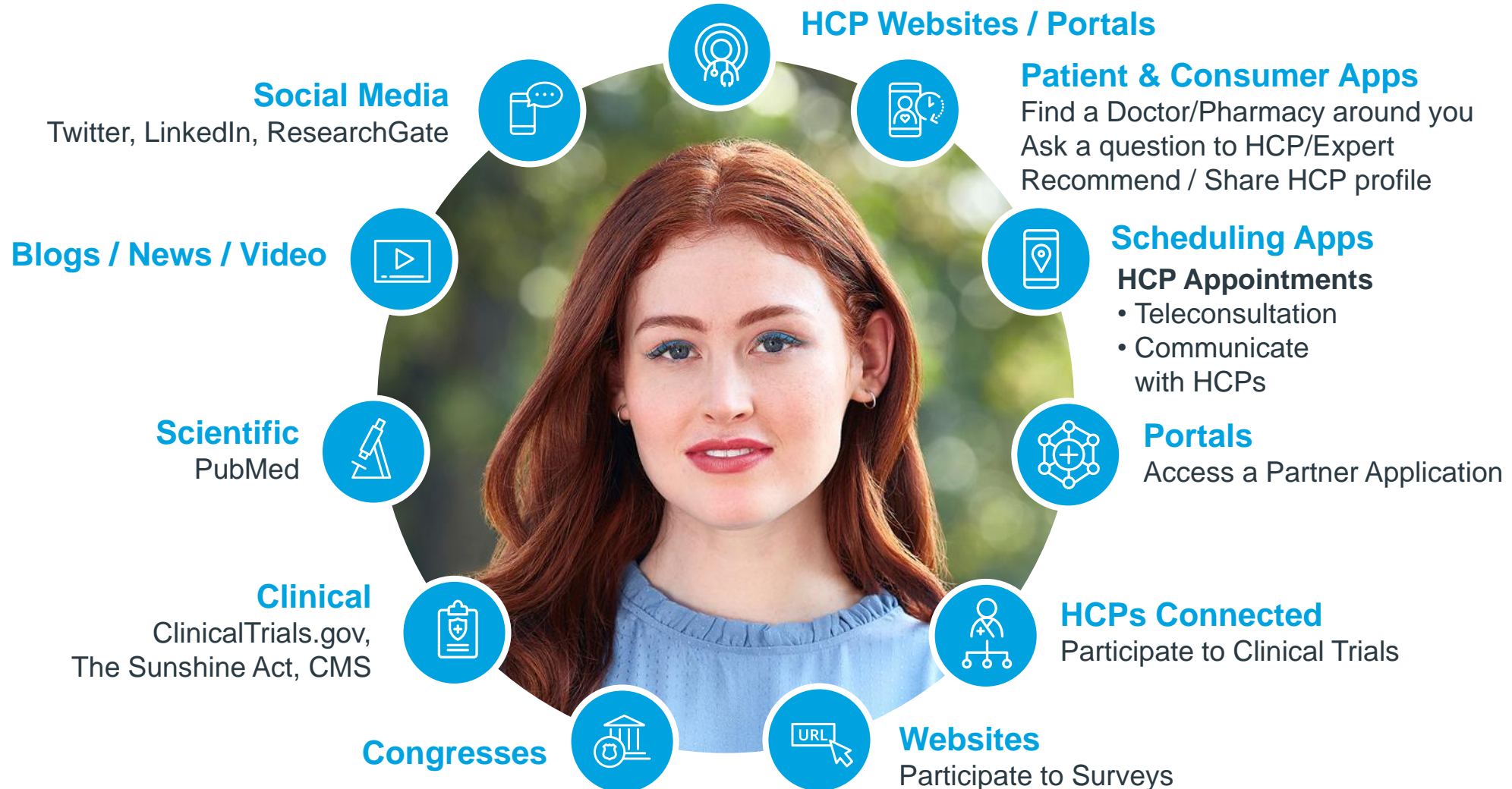


## Digital & Scientific Interests





# Human Ecosystem empowered by interconnected Insights



**Why is OneKey  
important to  
engagement  
success?**



# A number of shifting dynamics increasingly require HCP engagement models to evolve & embrace digital approaches

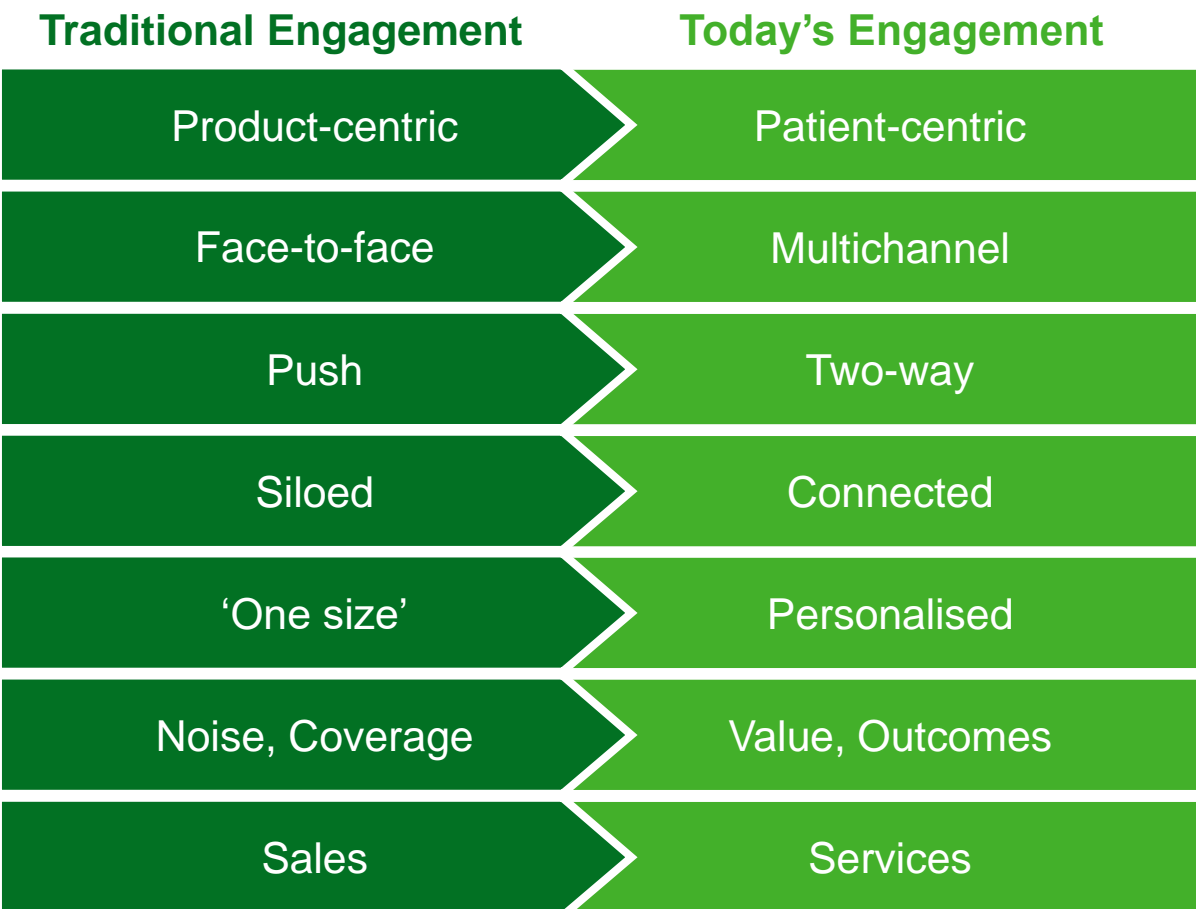
*Company Representatives remain major engagement channel, alongside growth of digital*

**62%**

of measured channel is spent on sales force detailing

**43%**

of HCPs prefer individual interactions as source of treatment information



For **61%**

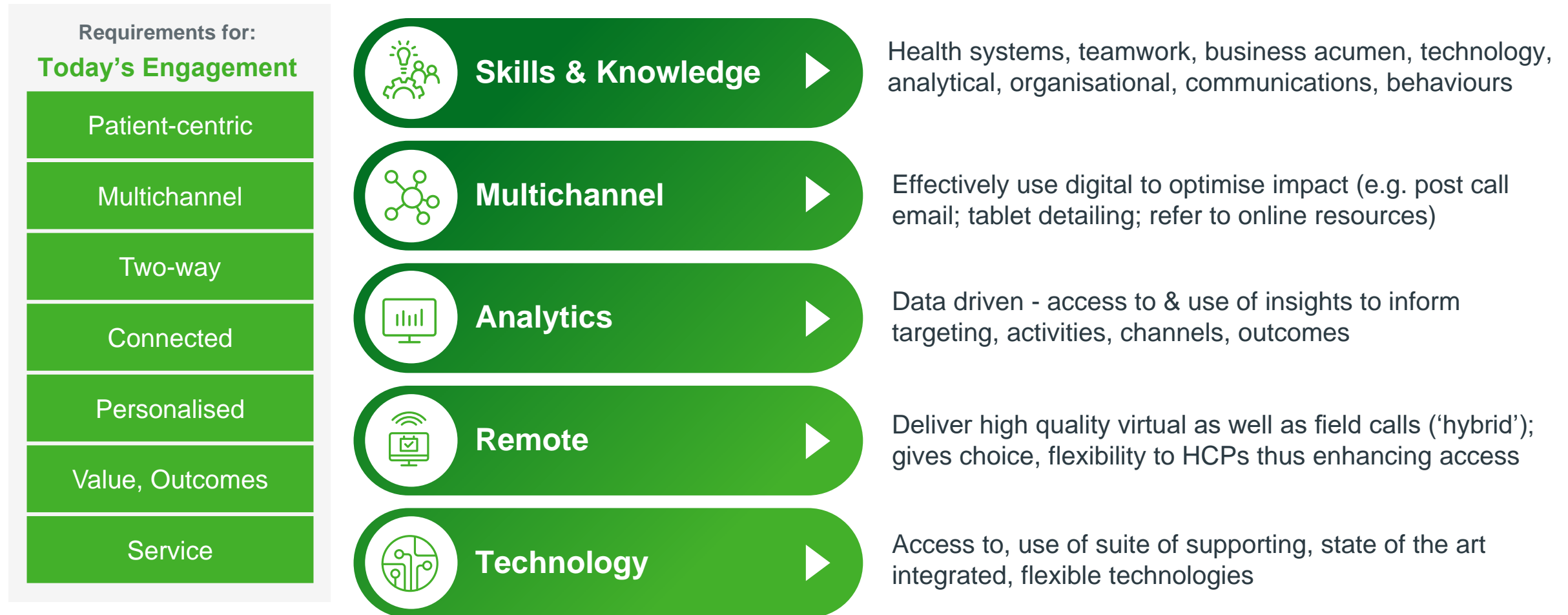
of HCPs, information is accessible across multiple channels

**21%**

of HCPs prefer online digital contacts

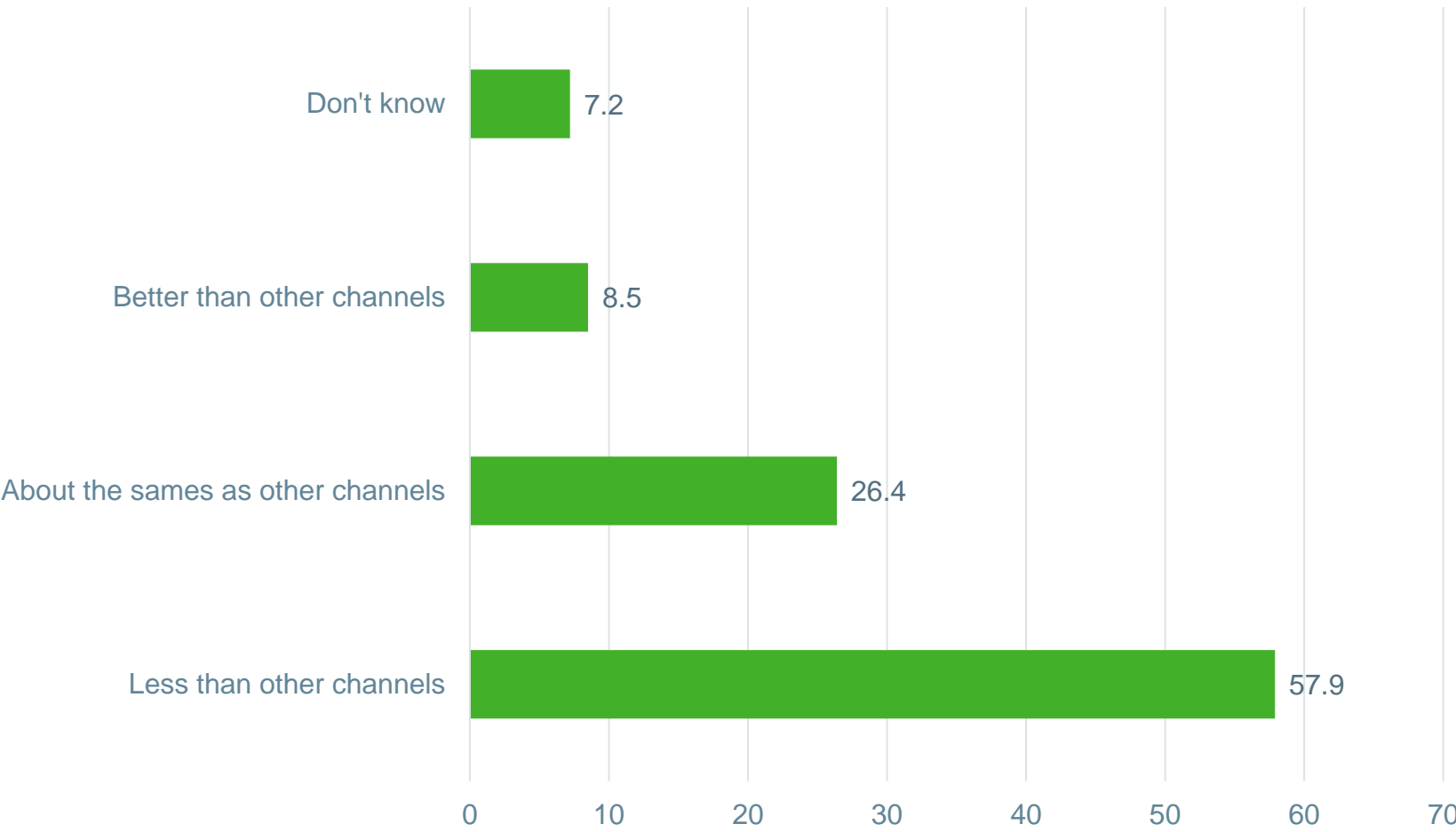
# Today's representatives must work with a range of channels to optimise HCP success, experience and commercial impact

*Successful delivery requires broader skill sets, technology enablement, access to data driven insights*



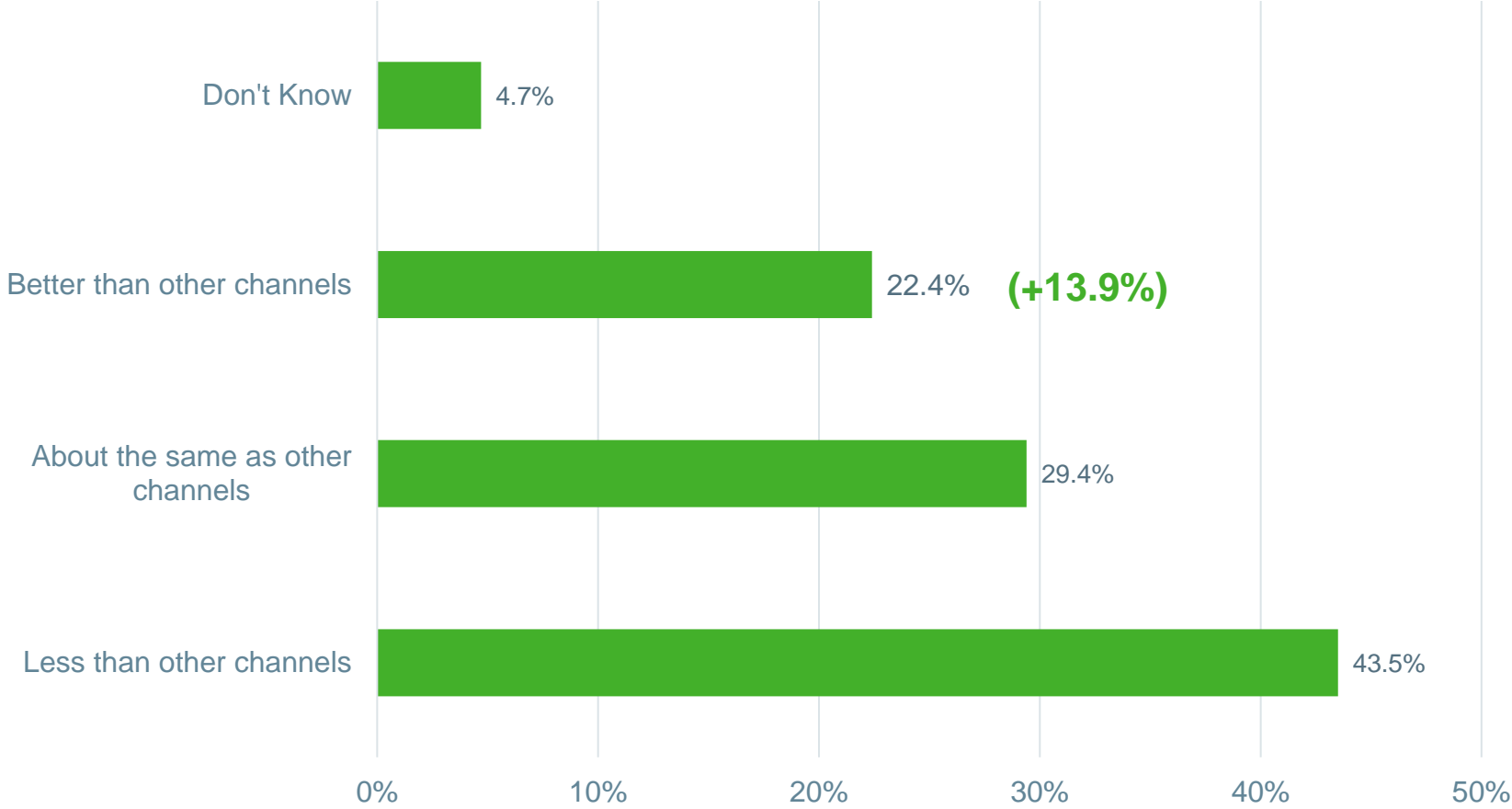
# How impactful do you believe remote engagement interactions are compared to other regular HCP channels? (%)

Results of live audience poll taken during “The Power of Remote Engagement Webinar” - April 2020



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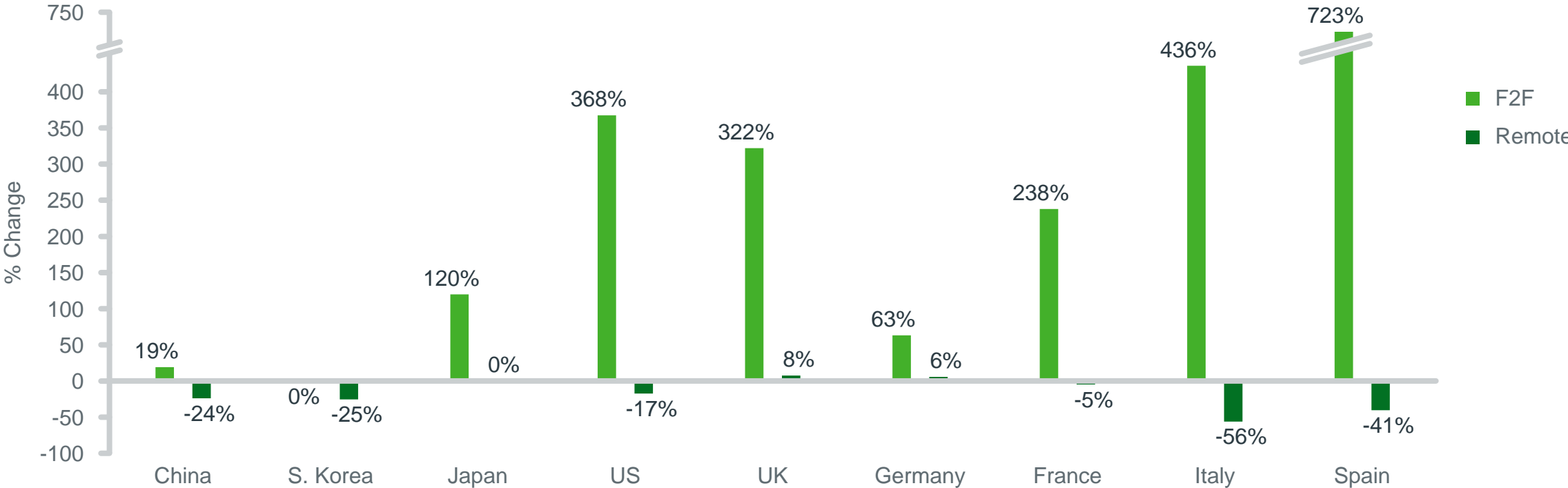
Live poll Results – June 2021



# Overall promotion has improved in most of the countries compared to 2020

*F2F interactions in most of the countries show positive growth compared to 2020*

June\* 2020 vs June\* 2021 - % Change in absolute recorded promotional volume



*\*30 day period to 06/06/21*

Source: IQVIA European Thought Leadership; ChannelDynamics 06/06/2021; F2F includes detailing and meetings, Remote includes phone detailing, e-detailing (live+automated), postal & e-mailings, e-meetings (live+automated)  
 Boosting HCP Engagement in Our Digital Reality | IQVIA Consumer Health | 22 June 2021

# HCPs overwhelmingly support remote engagement

Alongside an increased use of digital channels, feedback from HCPs is that they wish to continue engaging with Sales Reps

Adds **significant value** to HCP discussion as measured by longer call duration (80% vs phone only) and focus on sharing of on-screen content

**Flexibility** including when meetings take place and where they are delivered

**Value ability** to download relevant product information and patient support materials

All elements of remote interactions are **highly valued** by HCPs, with >90% being satisfied or extremely satisfied\*\*

Examples of HCPs Feedback on virtual interaction with platform\*\*

“  
It's more personal (before things were done in groups), more private, with more freedom regarding time, and less of a burden on my care work. It can be either a pro or a con. I try to look at the bright side. It's more customised, you don't need to be shy, you have a closer connection to the rep.  
”  
Endocrinologist (Spain)

“  
I've got a lot more out of my interactions with the industry in the past 6 months than I've had before. Virtual interaction has been much more beneficial than it used to be.  
”  
Endocrinologist (UK)

Input from Life Science Clients from USA\*\*\*  
Most professionals feel the impact of Covid-19 will be here to stay for the near term – the 'new normal' – which will be some combination of virtual and in person



HCPs receiving an IQVIA remote interaction rated value of the information shared at **95% satisfaction**

**98%** of HCPs would **recommend or highly recommend** remote interaction to a colleague



**90%** of HCPs would **participate in another** remote interaction



Using remote engagement with platform during the pandemic has resulted in HCP satisfaction levels in line with or higher than compared to pre-pandemic levels



# Pharmacist's preference for Individual Interactions has decreased again in favour of Online Resources in the combined EU5 markets

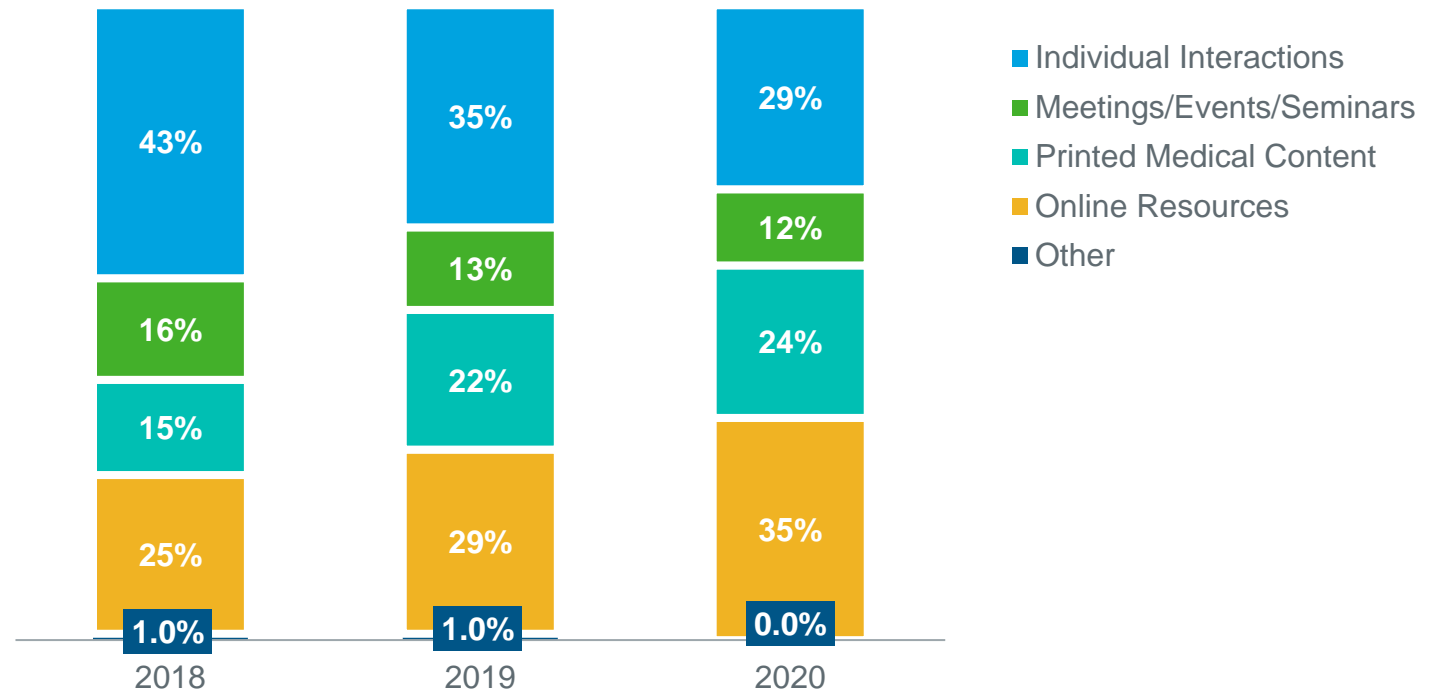


Channel Preference

*Online Resources now the most preferred marketing channel for Pharmacists in 2020*

**Question 1:** From which of the following sources do you MOST prefer to obtain information about pharmaceutical products & treatments?

### Pharmacist's Channel Preference in EU5 Market



# Within the Pharmacists group in EU5 indication is that virtual remote interactions will be sufficient to receive relevant drug treatment information

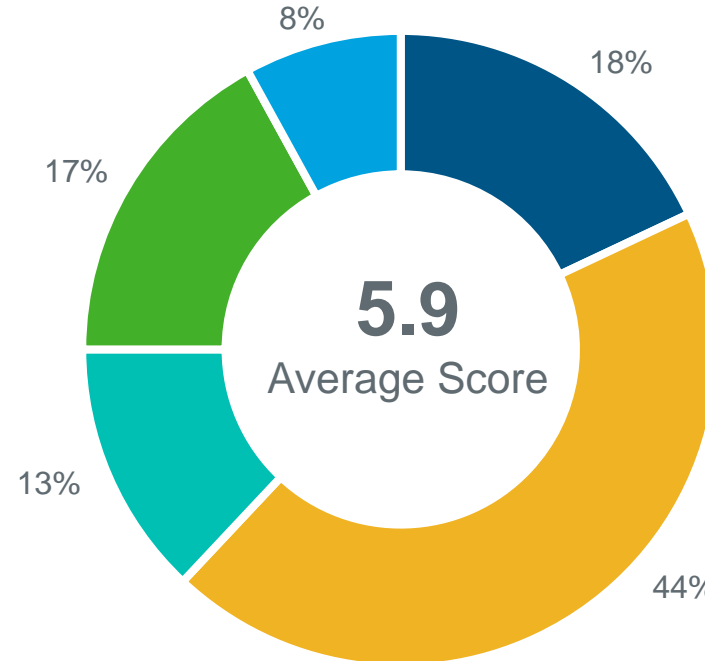


Channel Preference

**Question 2:** Thinking about a post-COVID-19 crisis context, please indicate your level of agreement with the following statement:

*“Remote interactions with pharma representatives via online tools such as Skype, Zoom, Webex... will be sufficient in meeting my needs for up to date and relevant drug treatment information”*

### Pharmacists Satisfaction with Remote Interactions



Scored 0-10

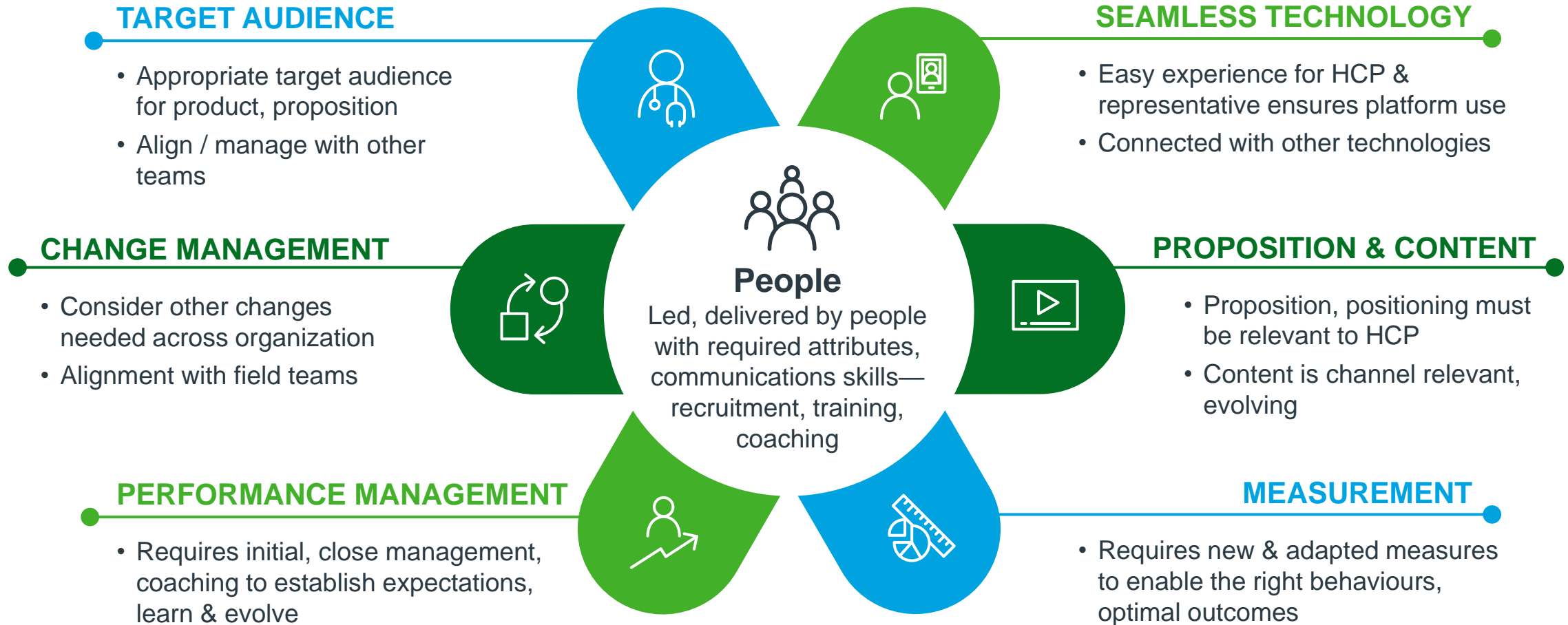
- Completely Disagree (0-1)
- Disagree (2-4)
- Neutral (5)
- Somewhat Agree (6-8)
- Completely Agree (9-10)

# Success factors for effective remote detailing



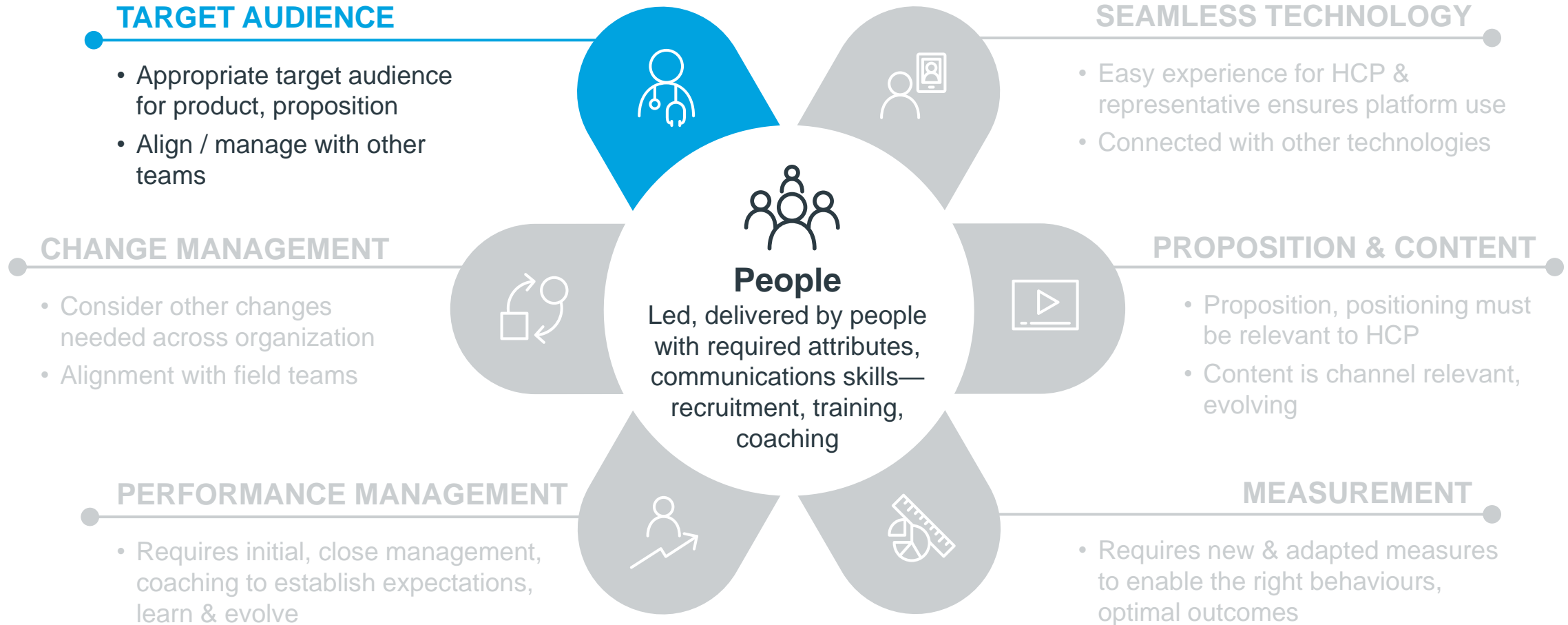
# Success factors for effective remote detailing

## Intelligent Program Design and Ongoing Support



# Success factors for effective remote detailing

## Intelligent Program Design and Ongoing Support

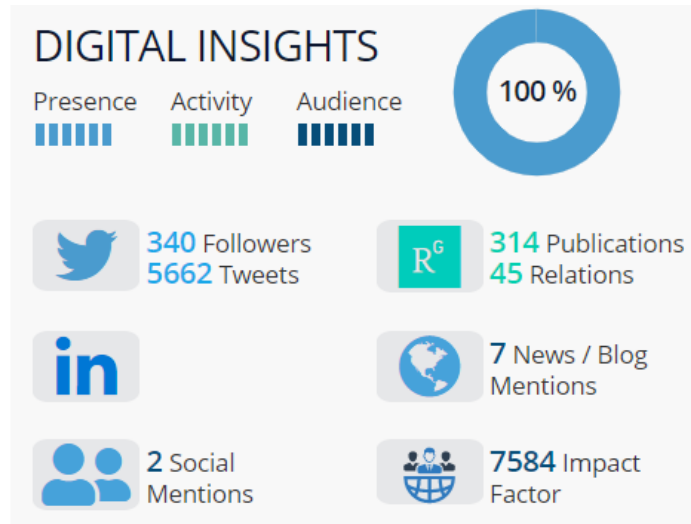


# Example: OneKey Accelerated Insights driving personalized customer engagement

Combination of Digital Presence, Activity and Audience

## Digital insights

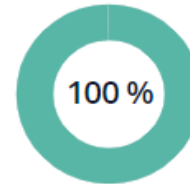
Combination of Scientific Presence, Activity and Audience



## Scientific insights

### SCIENTIFIC INSIGHT

Presence Activity Audience



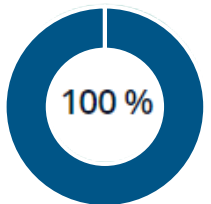
## Engagement insights

Engagement score with identification of HCPs:

- who received **remote detailing** calls
- who received **phone detailing** calls
- who opened **emails**
- Call pressure**
- OWA insights**
- Telemedicine** flag

### ENGAGEMENT INSIGHT

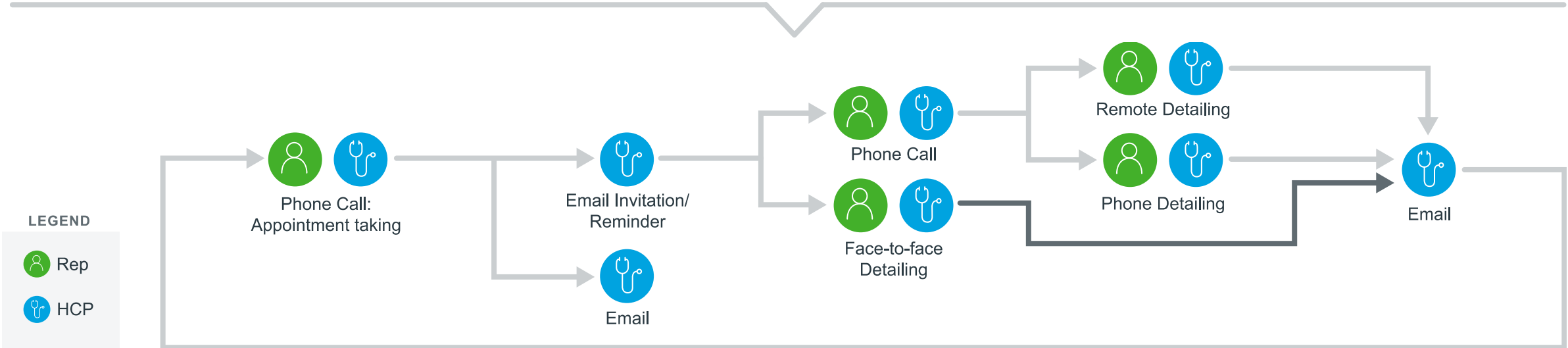
Remote Detailing Phone Detailing Emailing



# Example: Proprietary data targets the most effective channel to reach key target HCPs

- Field force accessibility and activity**
  - IQVIA CRM/ OK contributors' promotional data**
    - The biggest Database of UK Pharma filed force activity
    - Circa 2M contacts per year aligned to named HCPs
- Email accessibility and activity**
  - OneKey permission-based emails**
    - Database of email addresses
    - Additional response/ click through data available
- Online accessibility, digital profile & activity**
  - IQVIA internal data and multiple OK contributors**
    - Collected from multiple internal and external sources
    - Social media, OK Digital, OWA, speaker, publication etc.
- Direct marketing accessibility and activity**
  - IQVIA syndicated direct marketing (postal) data**
    - Circa 10M managed activities per year
    - Target mailing preferences and mailing stops

#HCPs	A	B	C	D
Face to face	3000	4000	2000	1000
Emailing	1500	2000	1000	500
Remote detailing	600	800	400	200
Phone detailing	1000	1300	700	300



# How prepared are organizations for remote engagement

Results of live audience poll taken during “The Power of Remote Engagement” Webinar - April 2020

What’s next for your organization in using remote engagement as part of your channel mix?



	Results
<i>Already doing</i> – Good to know we are doing what is needed	4.1%
<i>Already doing</i> – Some things we could improve	17.3%
<i>Piloting</i> – Need to ‘ramp up’ and do more	45.1%
<i>Not doing</i> – Need to consider starting Don’t know	27.4%
<i>Don’t know</i>	6.0%



# How prepared are organizations for remote engagement

Live Poll Results – June 2021

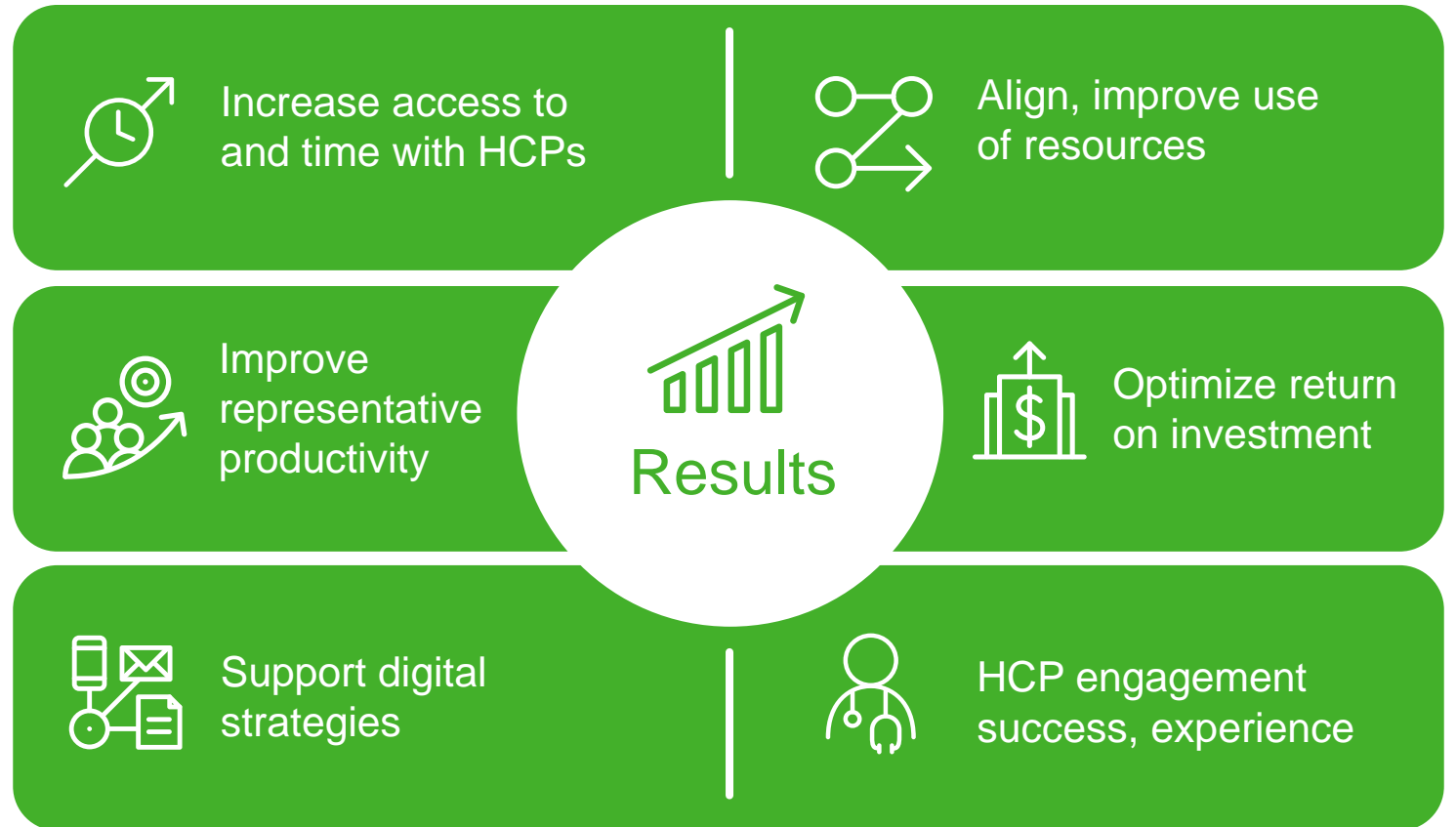
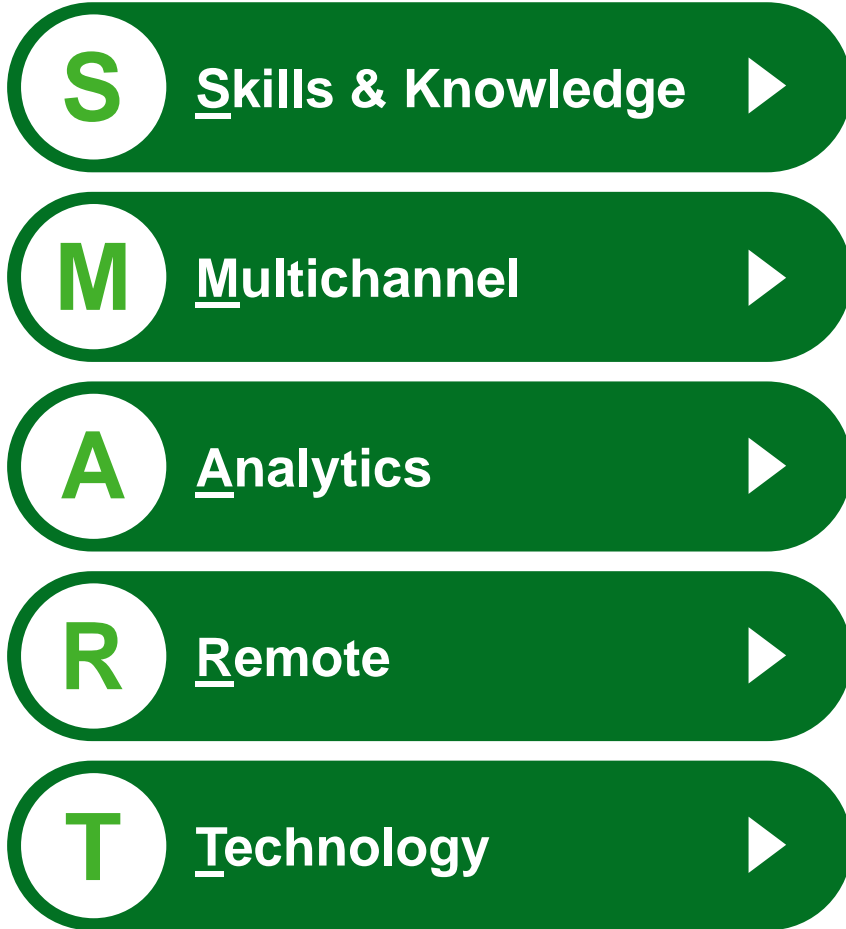
What's next for your organization in using remote engagement as part of your channel mix?



	Results
<i>Already doing</i> – Good to know we are doing what is needed	12% (+7.9%)
<i>Already doing</i> – Some things we could improve	47.8% (+30.5%)
<i>Piloting</i> – Need to 'ramp up' and do more	27.2%
<i>Not doing</i> – Need to consider starting Don't know	13%
<i>Don't know</i>	0%

# SMART Engagement specialists and sales teams from IQVIA Consumer Health can help achieve a broad range of objectives

*Think better, act smarter*



# Your key contacts



**Lucia Railean**

*Global Customer Success Director,  
OneKey, IQVIA*



**Sofia Malay-Kadjaeva**

*Global Offering Management  
Director, OneKey, IQVIA*



**Sue Johns**

*Senior Business Marketing Director,  
CSMS, IQVIA Consumer Health*

Please submit your questions and enquiries to: [consumer.health@iqvia.com](mailto:consumer.health@iqvia.com)



**Thank You!**

