

# 5 REASONS DIGITAL TRANSFORMATION IS THE ANSWER



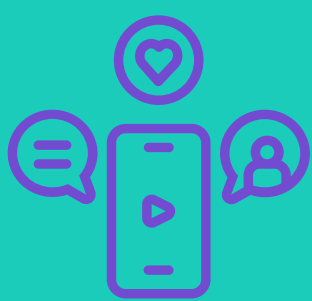
**84%**

of physicians said they'd be willing to try new technologies such as "virtual services" to access sales reps.



**64%**

of physicians we surveyed said they prefer communicating with pharma sales reps digitally



**82%**

of physicians we surveyed prefer initiating contact with sales reps using digital channels instead of in-person visits.



**34%**

of physicians reported meeting with sales reps in-person in 2020.



**65%**

of pharma-to-physician visits now take place virtually.

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