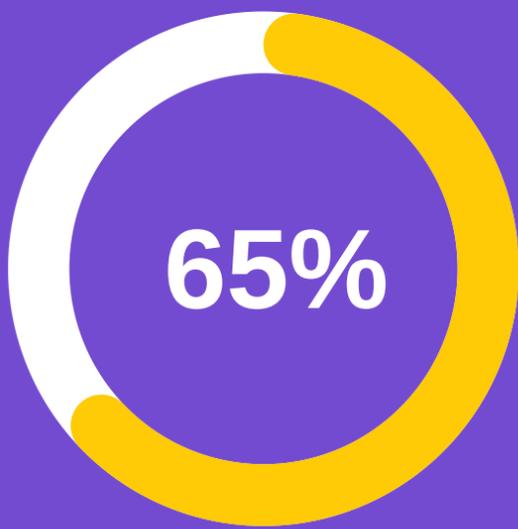


HOW DIGITAL TECHNOLOGY AFFECTS THE PHARMA SALES PROCESS

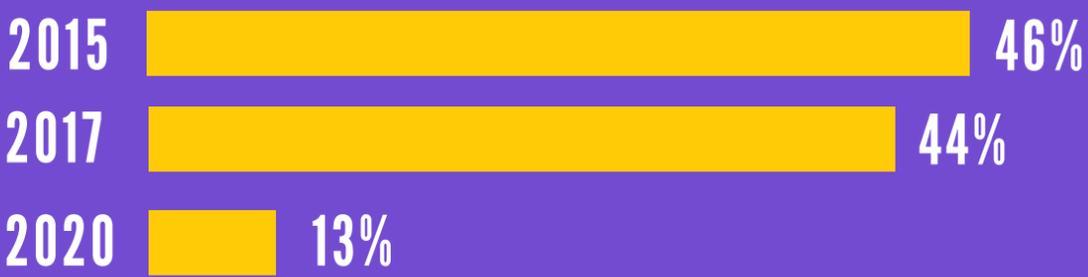


OF PHARMA SALES REPS CAN'T EASILY IDENTIFY THE MOST IMPACTFUL CONTENT TO SEND TO PHYSICIANS.



OF MARKETING OUTREACH TO DOCTORS OCCURS MOSTLY THROUGH DIGITAL COMMUNICATIONS.

ACCESS TO PHYSICIANS IN-PERSON IS DECLINING



> 66%

of HCP engagement with pharma sales reps is done via mobile.

PHYSICIANS PREFER HYBRID COMMUNICATION



HEALTHCARE PROVIDERS WANT EITHER ALL VIRTUAL OR A HYBRID MODEL EVEN AFTER THE PANDEMIC



OF HCPS ARE ON PHARMA WEBSITES TO FIND CLINICAL TRIAL INFORMATION

Today, the average amount of time spent in a sales call hovers around

1-3 minutes