New customer-centric commercial model

Moving to meet physicians where they are, on their terms, and through more meaningful interactions

1/3 pharma execs believe COVID-19 accelerated digital transformation in the pharma sector by five or more years

At the start of the pandemic, digital enablement became a necessity for biopharma and medtech companies, with shifts to completely virtual models almost overnight.

Remote pharma sales meetings
Jan 2020
4,900

Remote pharma sales meetings
April 2020
316,900

As they seek greater value in interactions, physicians are requesting:

- Digital patient education
- Education on remote patient care
- Information to help patients access labs, tests, and imaging

The post-COVID opportunity is for the industry to rethink how to engage with physicians and how to drive value through digital channels and products on-demand, while also being more compassionate and empathetic to HCP needs.

In the next year, medical affairs will likely see more investment and more comprehensive, strategic partners to complement its expanding roles and responsibilities.

Social media is seen in augmenting congresses/conferences and enhancing networking.

Learn more at www.deloitte.com/lifesciencesoutlook

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