

# Assessing the Role of Proposition and Content for Engagement Specialists and Healthcare Professionals

*The results of a comparative assessment*

The flexibility, convenience and efficiency of remote and hybrid engagement means they are fast becoming established ways to engage with healthcare professionals.

In order to unlock new potential and benefits found in these engagement models, it's important to understand what is needed, listening to the involved actors (the HCP and the engagement specialist), to ensure successful and rewarding ways of working for all involved, namely the HCP and representative.

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## Benefits and challenges of remote and hybrid engagement revealed

At IQVIA, we've delivered remote and hybrid engagement solutions to over 90 life science companies in 30 countries, for over 20 years. IQVIA engagement specialists are a great source of insights into how to best conduct remote and hybrid calls. We recently compared insights from our engagement specialists with market research conducted with European physicians to understand the level of consistency between the two actors participating in remote calls.

### INSIGHTS GLEANED INCLUDE:

- Advantages and drawbacks of remote engagement.
- The role of proposition and content.
- The importance of specific remote skills and knowledge.

### REMOTE AND HYBRID ENGAGEMENT SOLUTIONS DELIVERED BY IQVIA GLOBALLY



## High level of consistency between HCPs' and IQVIA engagement specialists' views

The comparison demonstrated a high level of consistency between what HCPs experience, and what our engagement specialists recognize as challenges and benefits across this increasingly common type of interaction.

### SHARED BENEFITS AND CHALLENGES

### ADDITIONAL BENEFITS OR CHALLENGES REPORTED BY ES AND HCPs

## The importance of a good proposition

One significant difference between face-to-face and remote engagement is getting commitment to a conversation, and thus the role of a good proposition (the value added reason that makes the HCP want to engage with us). Both HCPs and our engagement specialists agree that a good proposition plays a key role in successful remote or hybrid engagement.

A good proposition shouldn't sound commercial, but should be enticing enough to schedule a call by addressing HCPs' challenges and presenting a clear benefit to their ways of working, interests, needs or improving patient outcomes.

### EXAMPLES OF DOOR-OPENING PROPOSITIONS INCLUDE:

- Educational or scientific initiatives.
- Educational meetings.
- New product information, samples and useful content.
- Certification and training.
- Standards and guidelines.
- 'Close the loop' programs.

## Top 3 types of information HCPs are most interested in seeing



## The importance of a good content

Good quality content can build strong relationships, while content that falls short of HCP expectations can cause frustration and friction. Recognizing and applying the principles of quality content can dramatically improve the experience for everyone involved.



## Where content falls short for HCPs

While the majority of HCPs report that content delivered during meetings sufficiently meets their needs, there are areas where content underdelivers:



## Prioritizing enhancing remote skills and knowledge

For successful hybrid engagement, every rep needs to be comfortable with virtual interactions. A hybrid approach gives you the opportunity to select content that resonates with the individual HCP's interests. Engagement specialists are skilled at uncovering HCP insights, interests and needs, and are trained to use this information to orchestrate **personalized content journeys**.

Having two or three different content journeys that address individual customer needs with meaningful messages, resources and activities can increase trust and build a stronger relationship. Understanding that **addressing real needs** will help grow the relationship and the business, means no longer focusing on just the metrics.

## 9 takeaways from the comparative assessment



## Life sciences companies should be embracing remote and hybrid engagement now

IQVIA's research into HCPs' experiences has only confirmed that our engagement specialists are in tune with both the successes and the frustrations of remote and hybrid engagement. While hybrid engagement is thriving, there is still room to exceed expectations.

Working with a partner like IQVIA to establish successful remote and hybrid engagement operations gives you access to specialists who have their finger on the pulse of the ever-evolving HCP engagement transformation.

*To learn more about how to optimize content and upskill your remote teams, contact the IQVIA Centre for Excellence in HCP Engagement.*

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