

Understand the Impact of COVID-19 on Optimal Healthcare Professional Communication in the United Kingdom

Key considerations for life sciences companies

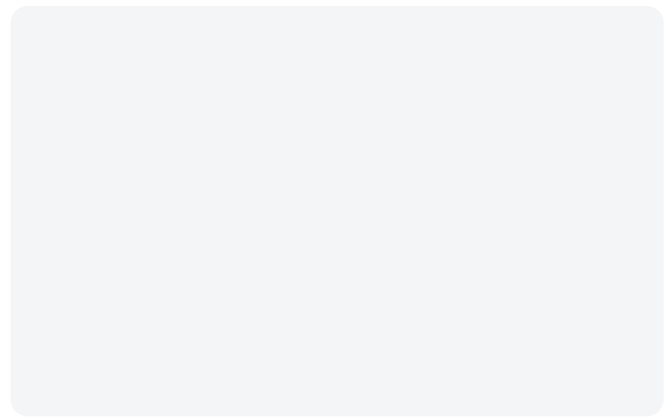
Engagement between healthcare professionals (HCPs) and life sciences companies has changed dramatically since the COVID-19 pandemic. Evidence based on IQVIA’s independent market research, extensive experience, and strong database shows that HCPs in the UK require further support from life sciences companies moving forward.

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What has been the impact of changed interactions* between HCPs and life sciences companies?

Reactions to the changed interactions have varied between HCPs, with HCPs seeing both benefits and drawbacks.

What could life sciences companies do to support HCPs over the next 12 months?



Key take home points

-  **While contact is now increasing**, this remains significantly below pre-COVID levels.
-  **Reactions to life sciences companies** varies between HCPs.
-  While virtual meetings are expected to continue, they should be **supplemented with face-to-face**.
-  **Maintaining social distancing, wearing face masks and ensuring meetings are via appointment** only would increase confidence of returning to face-to-face contact.
-  **There is a desire** for new trial data, publications, information regarding any developments or updates, and educational meetings.

How IQVIA CSMS can help

At IQVIA Contract Sales & Medical Solutions, we have over 20 years of experience providing smart, representative-driven HCP engagement solutions, including remote, hybrid and face-to-face teams.

Visit the IQVIA CSMS UK webpage [here](#) to find out how we can support you every step of the way, to optimise your HCP engagement, **now and in the near future**.

*Changed interactions refers to the changed channel mix during the COVID-19 pandemic: less face-to-face interactions, and increased use of other channels, including virtual meetings, telephone calls, emails, postal mailing, podcasts, webinars, and texts.