

How are HCPs Engaging with Pharmaceutical and Medical Device Manufacturers?

In March of 2020, private practices, physician groups, and hospital systems began to significantly reduce (or even eliminate) face-to-face interactions between healthcare professionals (HCPs) and representatives from industry manufacturers in response to the accelerating spread of COVID-19.



“The pandemic has reshaped norms and expectations of HCPs in their interactions with pharma. It appears that a majority of HCPs prefer pharma content tailored to the individual HCP and their practice. The delivery of more targeted content and information is becoming the expectation of HCPs. This is likely to continue, even after the pandemic.”

—Dr. Stephen Engle, MD¹

Seemingly overnight, pharmaceutical and medical device companies had to pivot toward engaging with HCPs, and delivering educational content, almost exclusively through digital outreach channels.

For this infographic, we asked physicians, physician assistants, and nurse practitioners from our industry-leading healthcare database to help us understand how their

interactions with representatives from pharmaceutical and medical device manufacturers have evolved over the two-plus years since the beginning of COVID-19.

The following provides insights on how HCPs are currently engaging with educational content and opportunities from the healthcare industry, and how they expect to do so in the future.

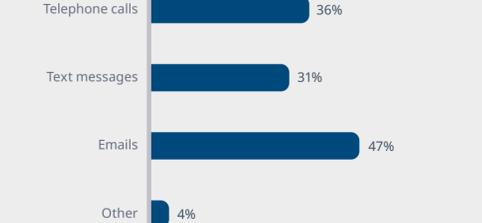


In the spring of 2021, only 27% of surveyed HCPs reported having met in-person with an industry rep during the previous 12 months. Today, 67% report doing so.²

WHEN ASKED:

“Over the past 12 months, how have you engaged with representatives from pharmaceutical, medical device, and other healthcare industry companies? (Select all that apply)”

Responses were as follows:



“There is nothing more gratifying than a face-to-face conversation that can meander in various directions regarding a product and its benefits to a group of patients.”

— U.S.-Based Physician

WHEN ASKED:

“In the next year, do you anticipate an increase in the volume and/or frequency of in-person meetings with representatives from pharmaceutical, medical device, and other healthcare industry companies?”

Responses were as follows:

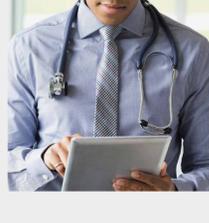


Now more than ever, it's important for manufacturers to take an omnichannel approach to HCP digital engagement. While programmatic and social media advertising continue to grow in popularity and effectiveness, email remains a cornerstone of successful campaigns.

WHEN ASKED:

“Over the past 12 months, have you seen content related to prescription drugs, medical devices, or other healthcare products/treatments/therapies on any of the following? (Select all that apply)”

Responses were as follows:

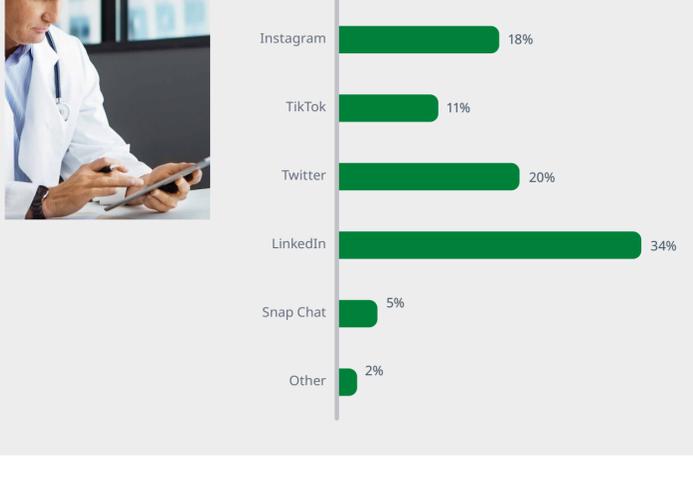


While HCPs can be found on all major social media platforms, they consistently report being most engaged with content on Facebook and LinkedIn.³

WHEN ASKED:

“On which of the following social media platforms have you noticed content related to the healthcare industry? (Select all that apply)”

Responses were as follows:

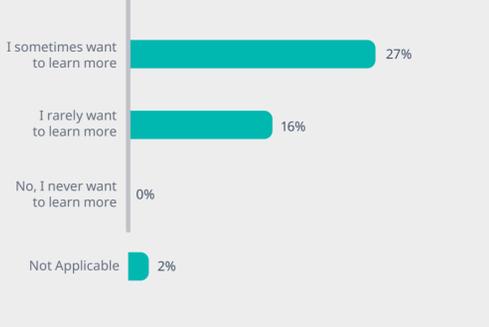


82% After engaging with healthcare industry content through digital channels, 82% of HCPs report wanting to learn more, at least some of the time.

WHEN ASKED:

“Has any of the healthcare industry content you've seen via email, social media, website, in-app, or streaming television prompted you to want to learn more about the products, treatments, and/or therapies being promoted?”

Responses were as follows:

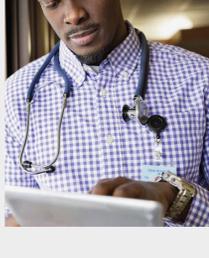
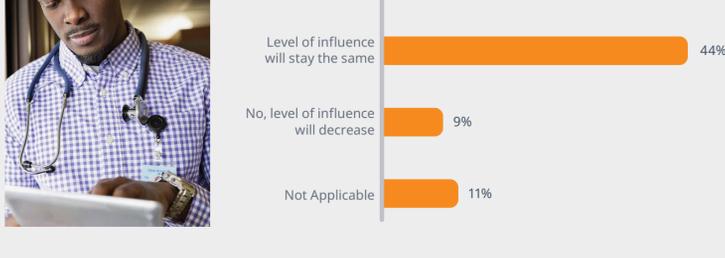


80% 80% of surveyed HCPs foresee that engagement with digital content from healthcare manufacturers will continue to influence prescribing behavior into the future.

WHEN ASKED:

“In the future, do you expect that educational content from healthcare industry manufacturers, delivered through digital channels, will have an increased level of influence on the prescribing and product decisions that impact your practice and/or HCO?”

Responses were as follows:



Several HCPs offered additional context to the above question:

“Bringing the information to the consumer is key. If we can bring the educational components to our staff/patients with just a click, that will prove to be very beneficial.”

“I believe social media influence will increase.”

“In-person communication with educational meetings impacts understanding due to interactive discussions.”

“More and more people are using social media, even if not tech savvy, as it is part of business nowadays.”

“The level of use via digital channels will continue to increase and continue to impact practice.”

1. How COVID-19 Changed HCP Practices and How Pharma Needs to Adapt. (2022, February 9), P360. From <https://www.p360.com/zing/how-covid-19-changed-hcp-practices-and-how-pharma-needs-to-adapt/>

2. How are HCPs Currently Learning About New Prescription Drug and Treatment Options? (2022, March 7), IQVIA. From <https://www.iqvia.com/locations/united-states/library/infographics/how-are-hcps-currently-learning-about-new-prescription-drug-and-treatment-options>

3. How are HCPs Currently Engaging, Learning, and Networking on Social Media Platforms? (2022, March 9), IQVIA. From <https://www.iqvia.com/locations/united-states/library/infographics/how-are-hcps-currently-engaging-learning-and-networking-on-social-media-platforms>