

Sales Rep Interactions: A Balancing Act

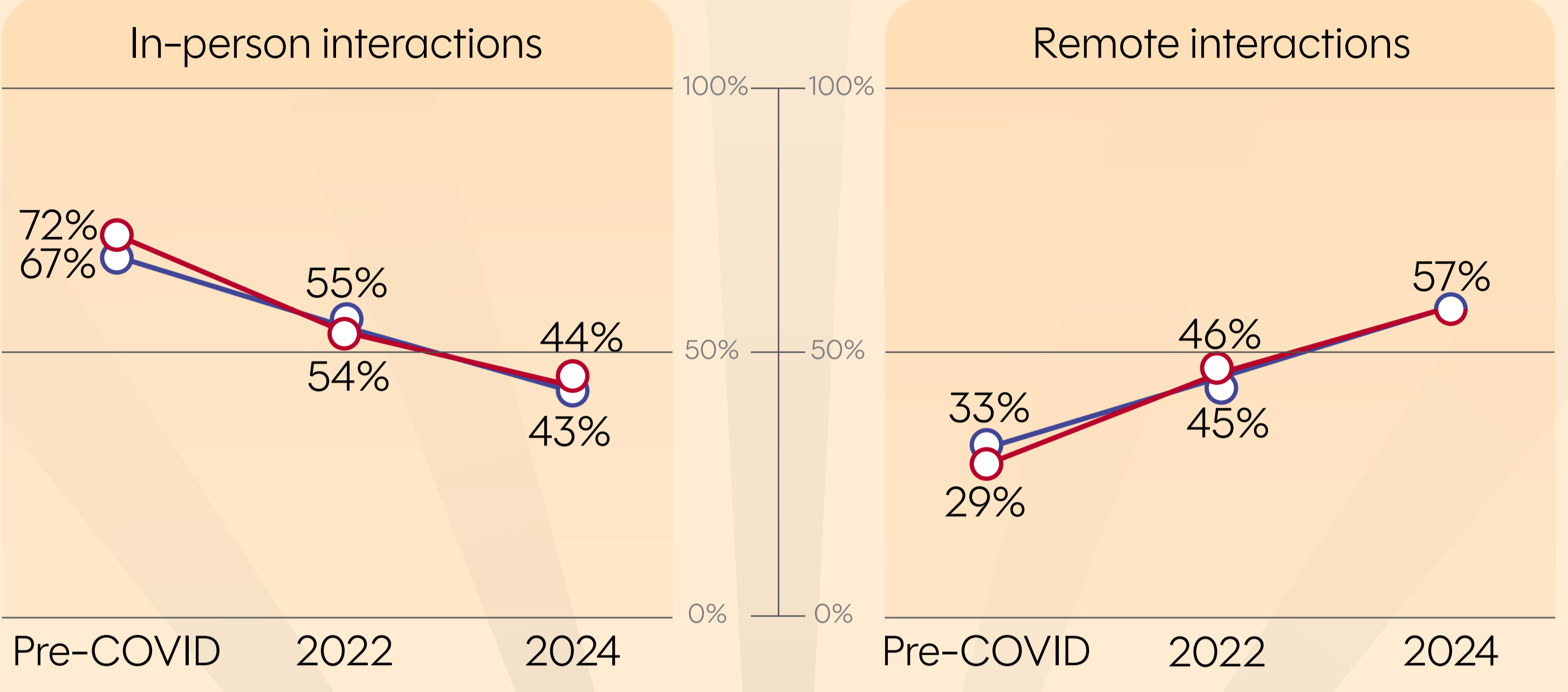
Finding the right balance between in-person and remote interactions for pharma sales forces



Since COVID-19, physicians have come to appreciate having the flexibility to choose between in-person and remote settings when dealing with sales reps.

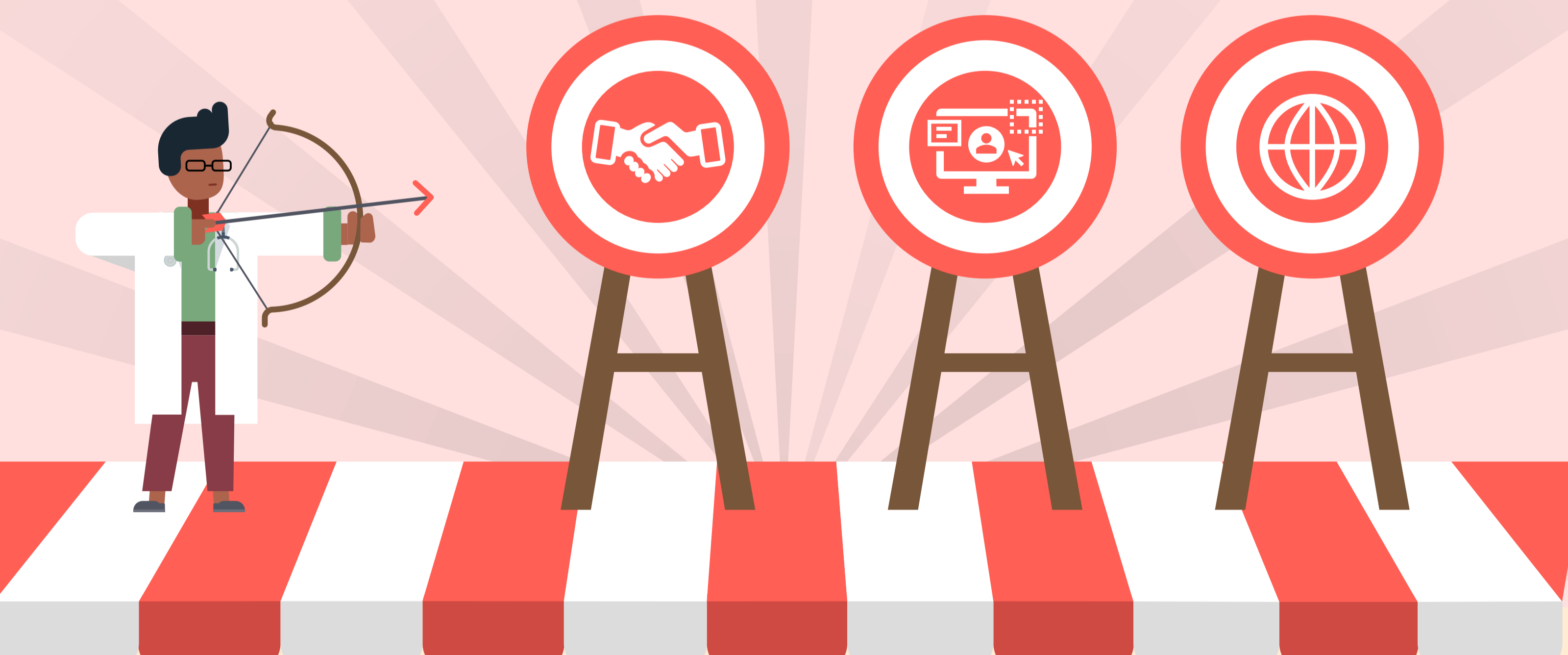
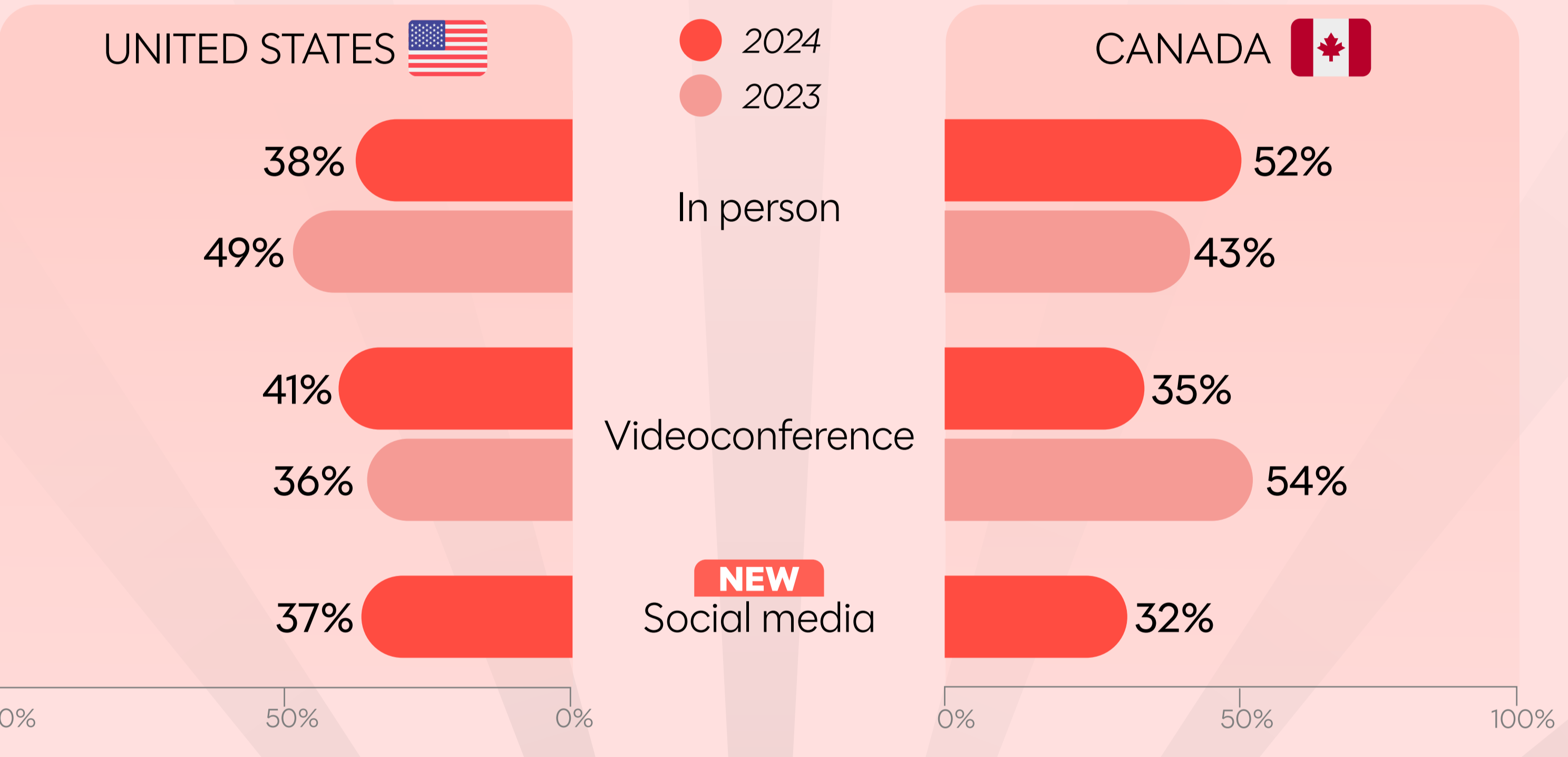
Physicians' preferred sales rep interactions platform (% mean)

United States Canada

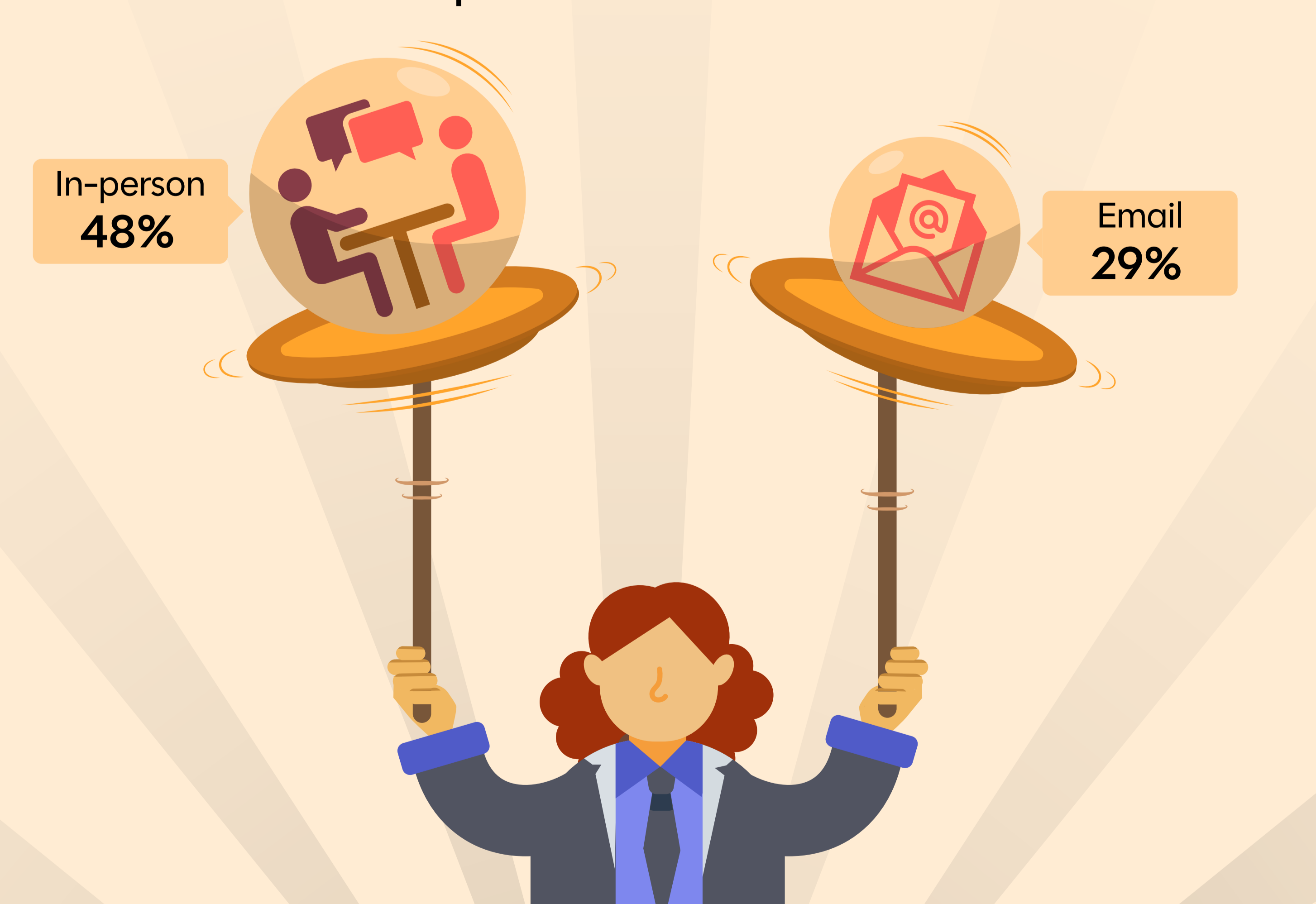


Canadian physicians are increasingly likely to accept in-person interactions, whereas fatigue with videoconference interactions may be settling in. US physicians accept both types of interactions equally.

Percent of sales reps' invitations accepted in the past 30 days – By platform



Regardless of the topics that pharma sales forces discuss, in-person and emails are the most preferred methods.



What is commonly discussed:

- New brand messages
- Changes in guidelines
- New indications
- New clinical data
- Patient needs
- Courtesy visits

Data based on survey of physicians in Canada (n=151) and US (n=150) recruited in August 2024. In Canada, the sample includes n=46 General Practitioners and n=105 Specialists. In US, the sample includes n=47 Primary Care Physicians and n=103 Specialists.

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