



ISMPP University

Asia Pacific ISMPP U:
HCP Engagement in a Digital World



Webinar will begin
promptly at:
5:30 PM IST/ 8:00 PM CST/
8:00 AM EDT



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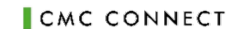






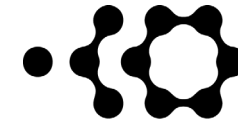





















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20
APRIL

16th Annual Meeting of ISMPP
Apr 20 - 22, (ET)
Washington, DC, United States



How To Ask Questions

Feel free to ask a question at any time, however all questions will be held until the end the of the presentation.

To ask a question, open the Q&A window, type your question into the Q&A box. **Click Send**

Note: Check **Send Anonymously** if you do not want your name attached to your question in the Q&A

We will make every effort to respond to all questions live (out loud)



ISMPP Announcements

- This webinar has been approved for **1.0 ISMPP CMPP™ Recertification Credit**. *Please capture a screenshot to submit for credit*
- **Be sure to enter CMPP credits** earned at the 18th Annual Meeting of ISMPP





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- Next exam will take place September 1-30, 2022
- Questions? Contact cmpp@ismpp.org





Disclaimer

Information presented reflects the personal knowledge and opinion of the presenters and does not necessarily represent the position of their current or past employers or the position of ISMPP



Objectives for this ISMPP U

At the end of this session, participants should be able to:

- Understanding a HCP's perspective on how the COVID-19 pandemic has changed their consumption habits and the challenges faced
- Understanding strategies which the industry can utilize to keep up with changing HCP interaction trends



PRESENTER BIO



Anant Puranik is a Director at Indegene, a technology-led healthcare solutions provider. He heads the marketing for Indegene's Enterprise Commercial business. He is responsible for driving key thought leadership and strategic initiatives across multiple forums and focuses on areas such as HCP engagement, omnichannel marketing, content transformation, and data and analytics. He has more than 15 years of cross-functional experience and has led several teams at GE and Evalueserve before joining Indegene.



MODERATOR BIO



Joyce is a Lead Medical Writer with Meditech Media and has five years' experience in medical communications working with local, regional and global projects. She has extensive experience in a range of therapy areas including hematology/oncology, virology and rare diseases. She has a passion for using technology and data to produce innovative deliverables that meet the client's needs

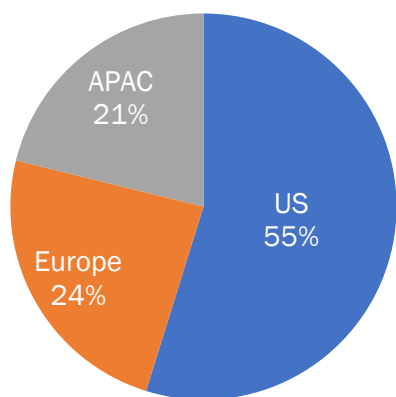


Learnings from the Digitally Savvy HCP Survey



We surveyed ~1,000 HCPs to understand how their digital preferences have evolved

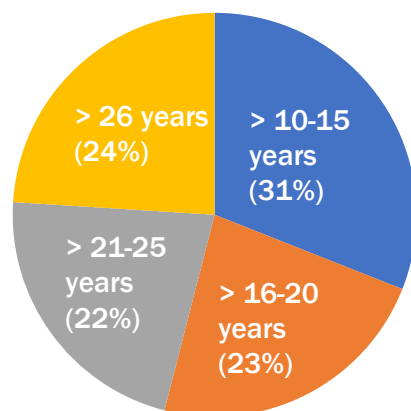
Geography



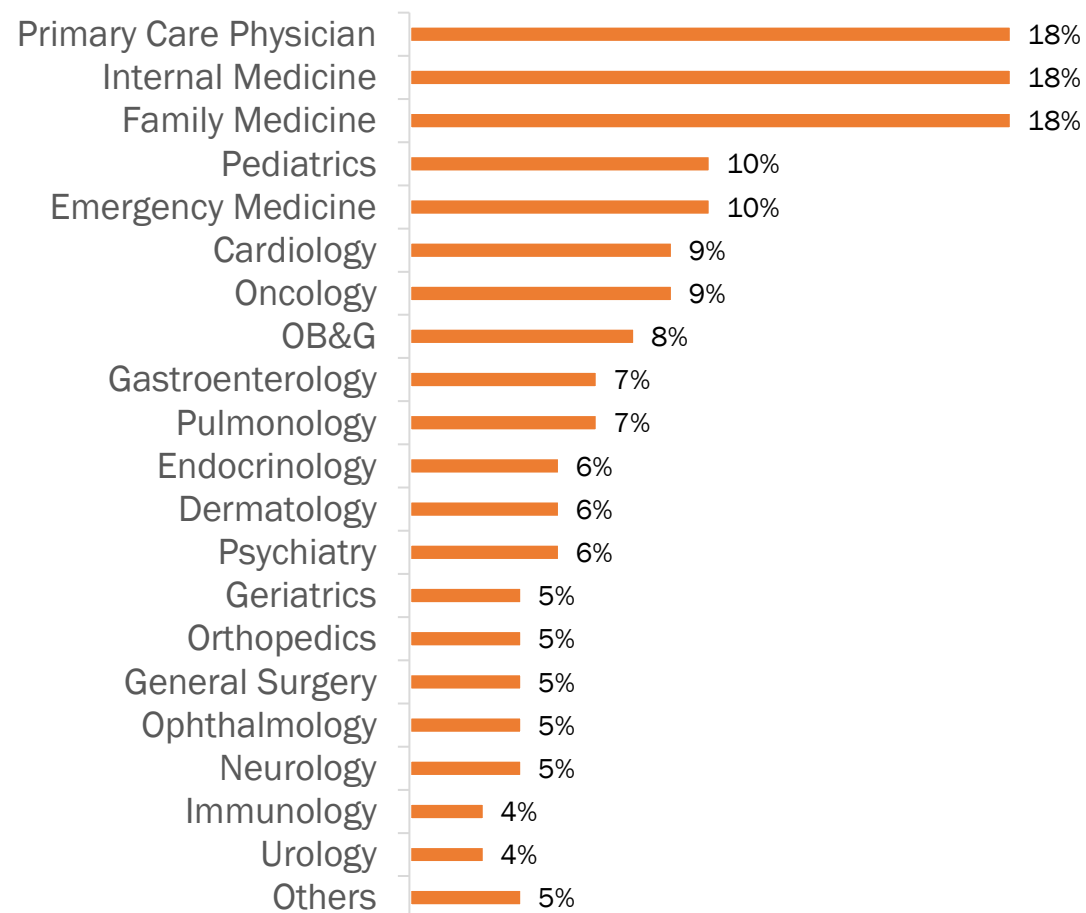
*Europe: UK, Germany, France, Spain, Italy

*Asia: China, India

Years of experience

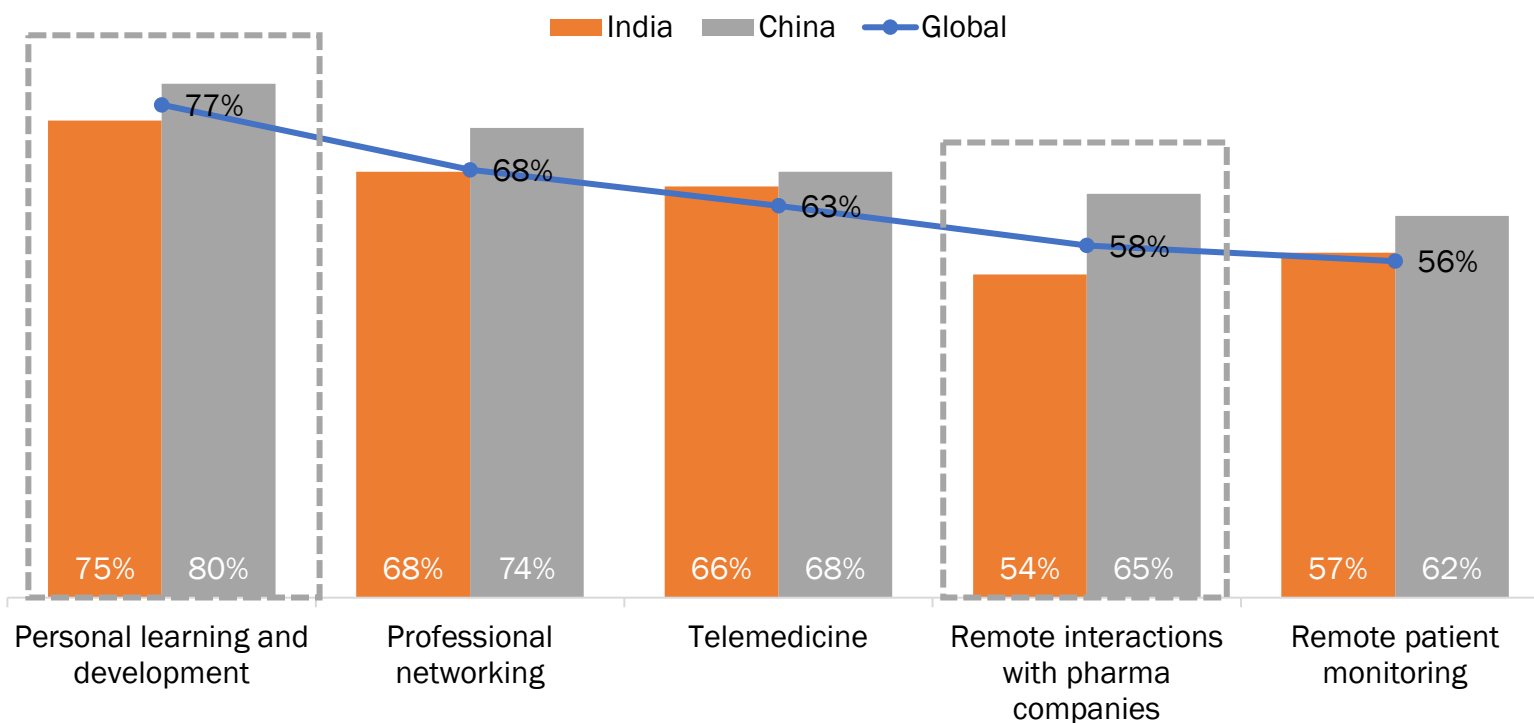


Specialty





What are HCPs' main motivations to use digital channels?

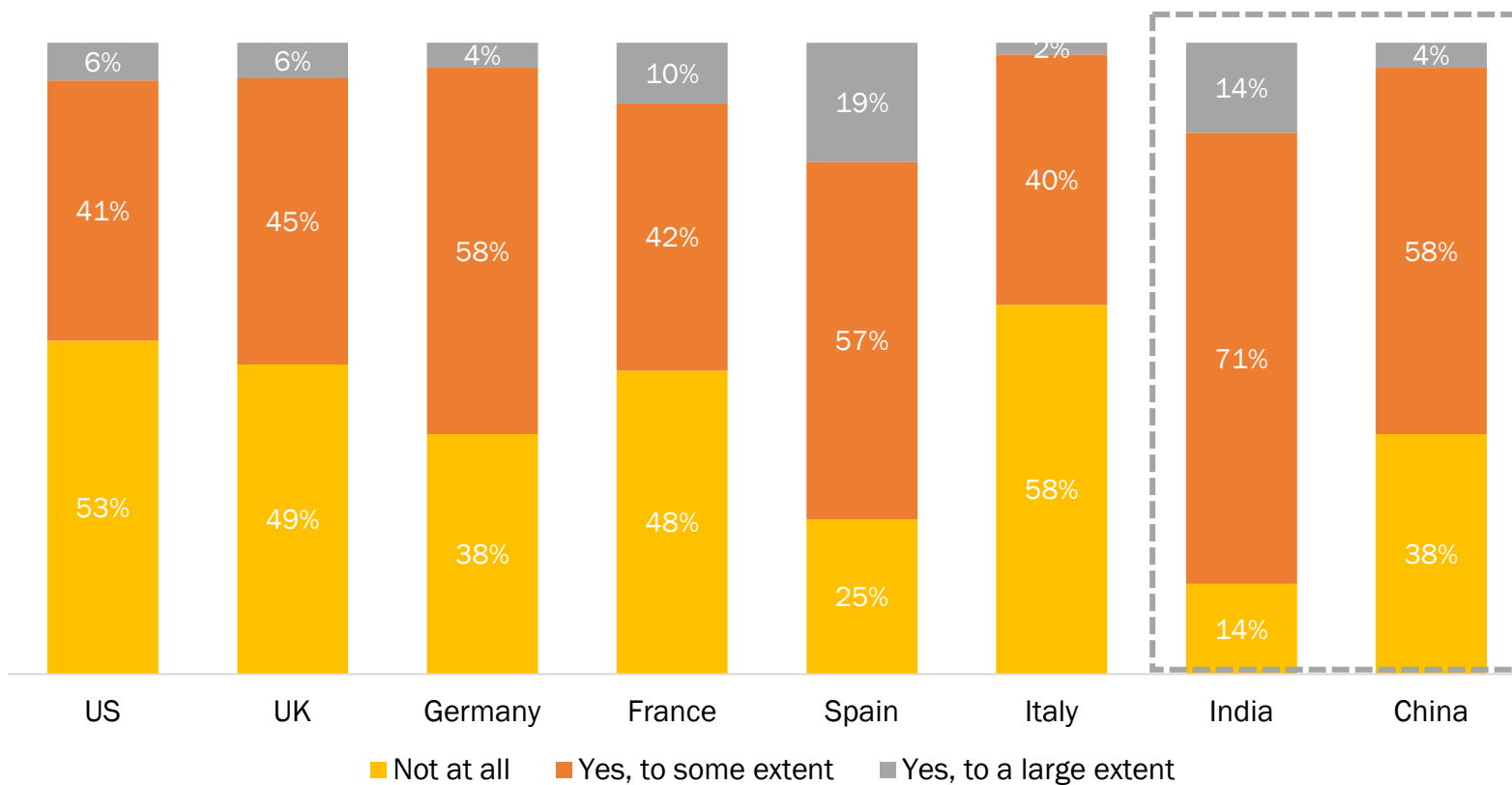


Key Insights:

- Shift from **brand-centric** to **customer-centric** communication - Prioritize scientific and educational content
- Refine content catalog and consider **innovative** ways such as gamification, metaverse, micro-learning and interactive content
- Include content that allows HCPs to engage with shared content in a **self-served** and **on-demand** manner.
- Explore opportunities to **co-create** content where possible



How overwhelmed do HCPs feel with pharma engagement?

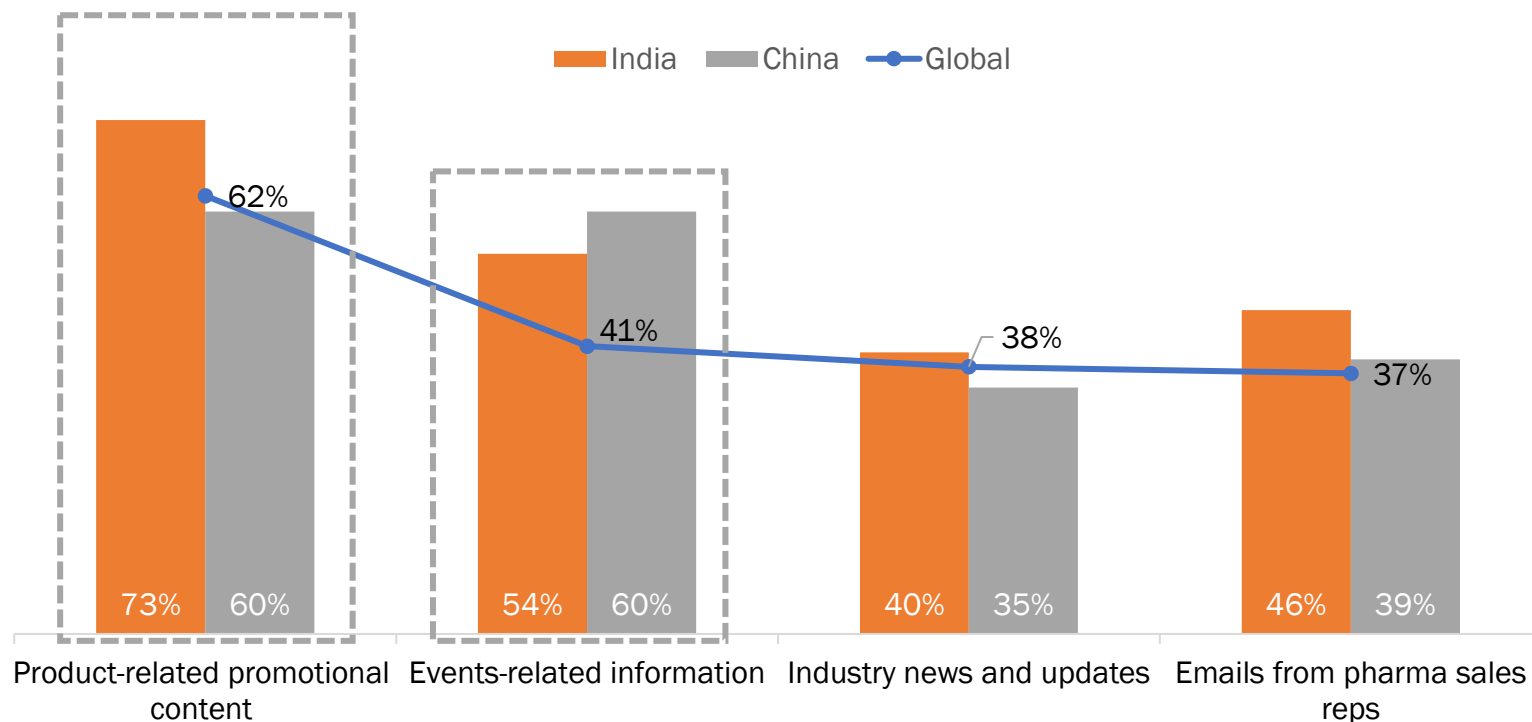


Key Insights:

- HCPs seek greater **personalization at scale** than ever before → One-size-fits-all approach will not be effective
- **Quality of content > Quantity of content** → Use appropriate measurement frameworks to continuously improve
- Create **simple, bite-sized, snackable content** that aligns with HCPs' needs and expectations



Which type of content are HCPs overwhelmed with?

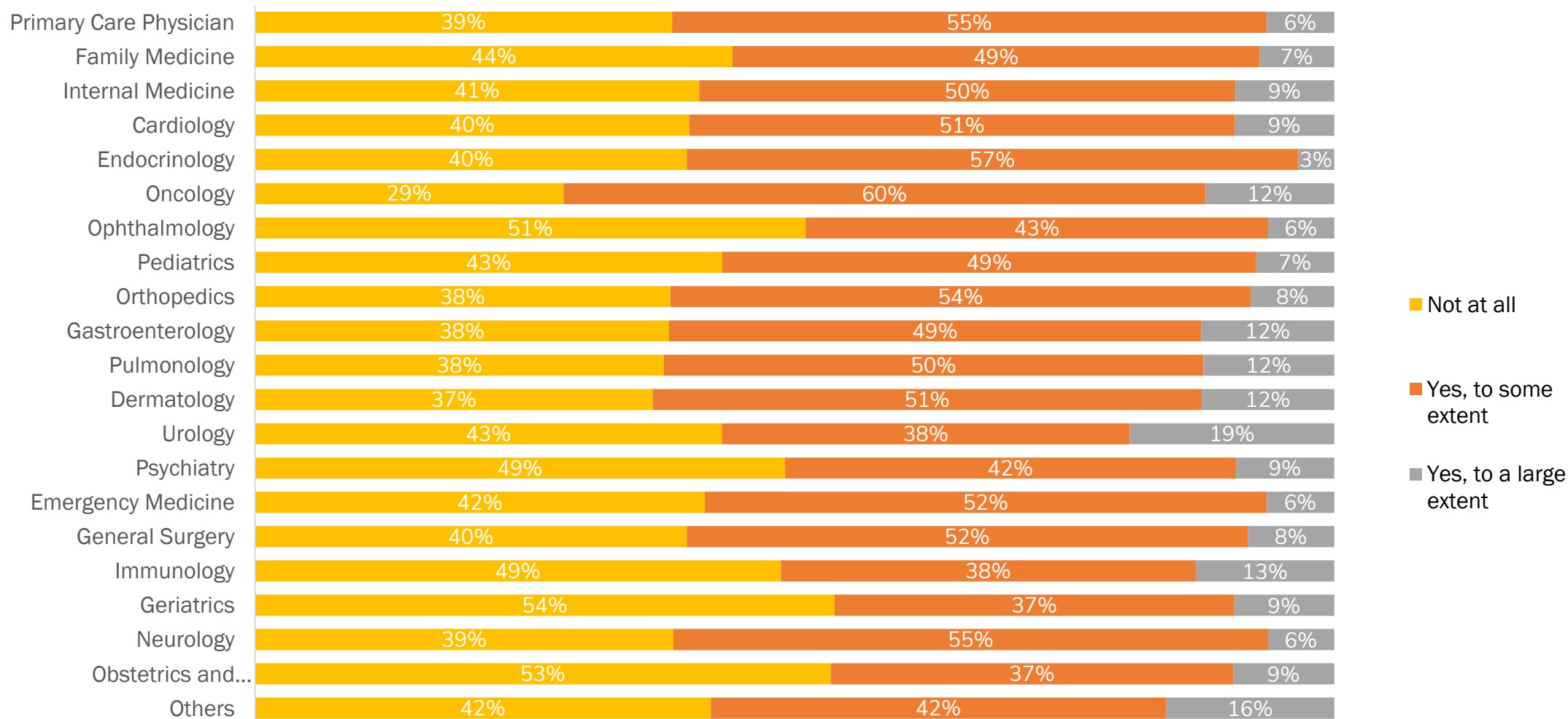


Key Insights:

- Optimize the number of event requests and give equal emphasis to the **pre and post-event** HCP experience to ensure a seamless HCP experience
- Customize the industry news and updates based on **HCPs' interest** areas and ensure that HCPs are not getting inundated with too much content
- **Optimize** educational and scientific content to balance the product-related promotional content



How overwhelmed do HCPs across specialties feel with content shared by pharma companies?



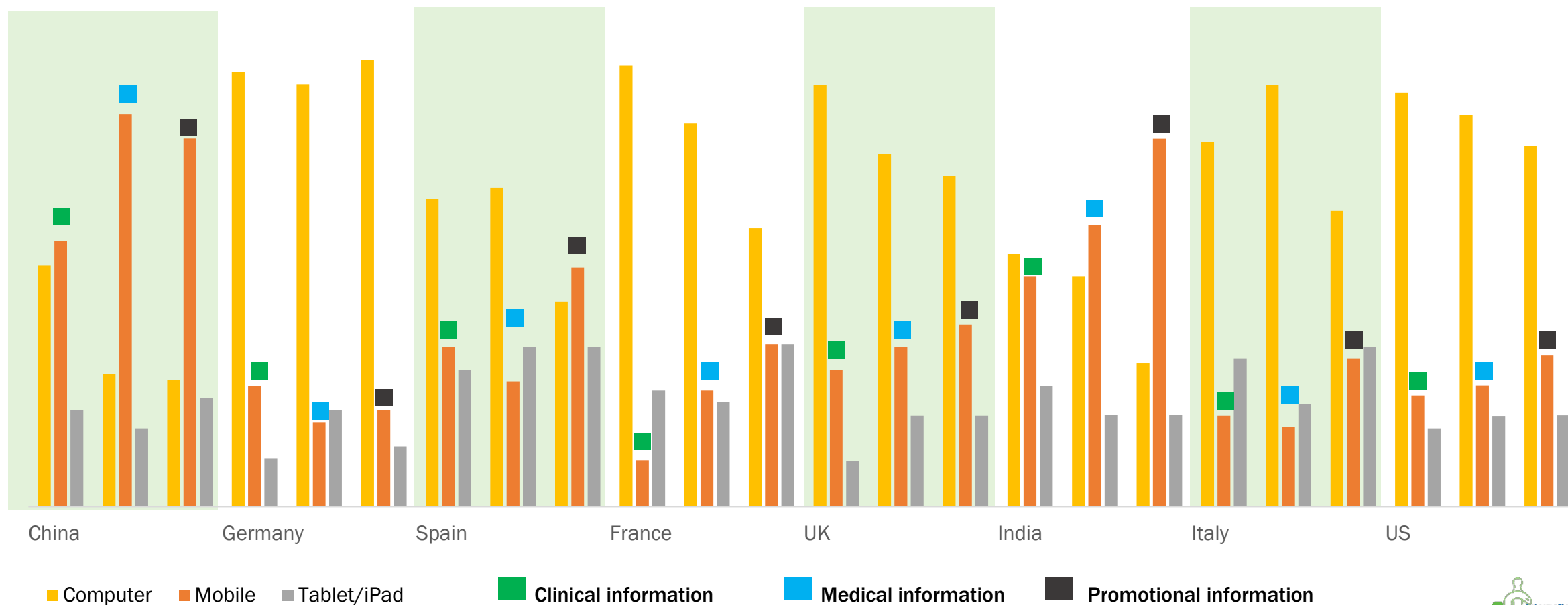


Which type of information do HCPs prefer to receive from pharma companies?

	Global	US	UK	Germany	France	Spain	Italy	India	China
Efficacy	●	●	●	●	●	●	●	◐	●
Safety	●	●	●	●	◐	●	●	●	●
Dosage	◐	◐	◐	◐	●	◐	◐	◐	◐
Medicine Administration	◐	◐	◐	◐	◐	◐	◐	◐	◐
Product Availability	◐	◐	◐	◐	◐	◐	◐	◐	◐
Adherence Programs	◐	○	◐	○	◐	◐	◐	◐	◐
Discount or Sample Offers	◐	◐	○	○	○	◐	◐	○	◐
Digital Health Services	◐	○	◐	◐	◐	◐	◐	◐	◐
Clinical Data	●	◐	●	●	◐	●	●	◐	●
Real-World Evidence	●	●	●	◐	●	●	●	●	●
Review Articles	◐	◐	◐	●	●	●	◐	◐	◐
Disease Information	◐	◐	◐	◐	◐	◐	◐	◐	◐
Treatment Guidelines	●	●	◐	●	●	●	●	●	●
Medical Information	◐	●	◐	●	●	●	●	◐	◐
Conferences	◐	◐	◐	◐	◐	◐	◐	◐	◐
Medical Congress and Conferences	◐	◐	◐	◐	◐	◐	●	◐	◐
Approved indication	◐	◐	◐	◐	●	◐	●	◐	●
Treatment cost	◐	◐	◐	◐	◐	◐	◐	◐	◐
Reimbursement information	◐	◐	○	◐	◐	◐	◐	◐	◐

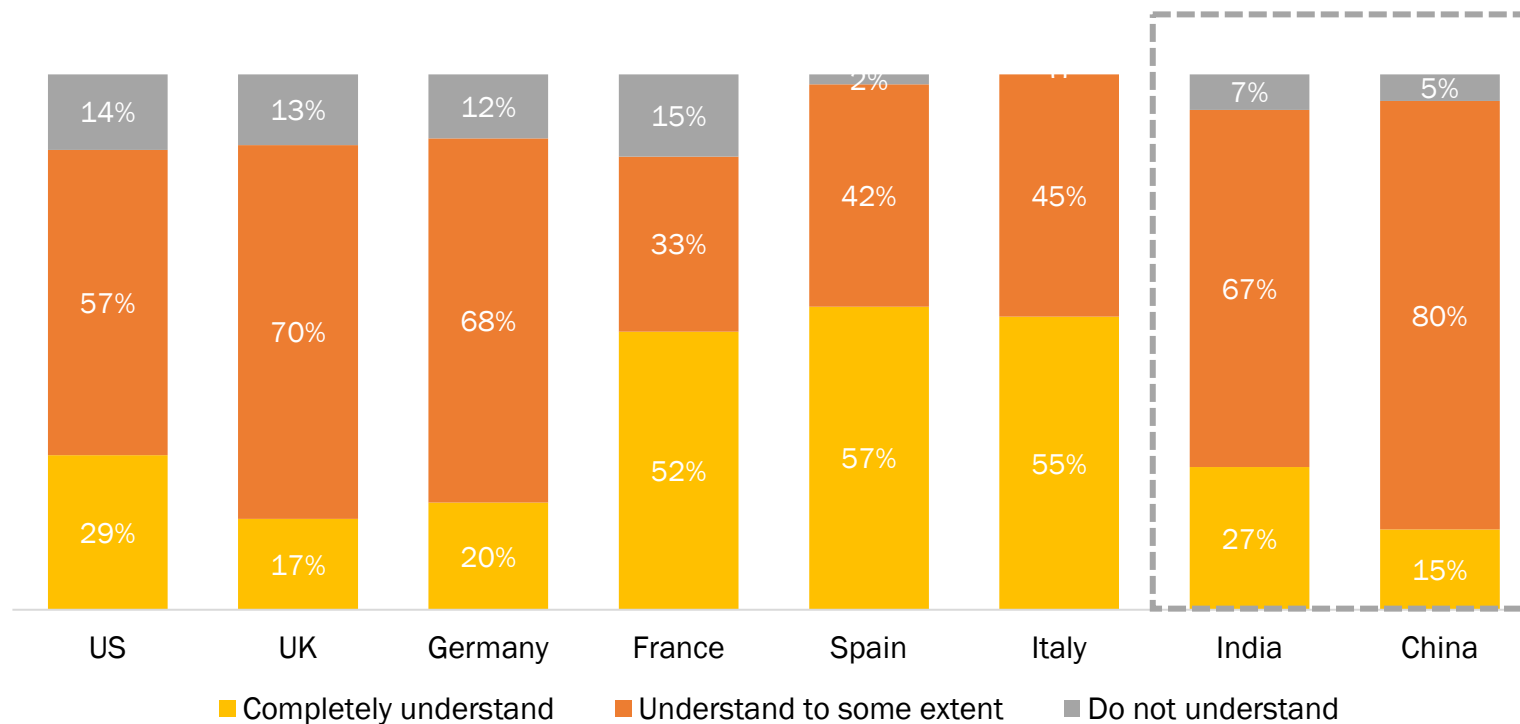


Which devices do HCPs prefer to engage with content?





Do pharma reps understand HCPs evolving needs and expectations?

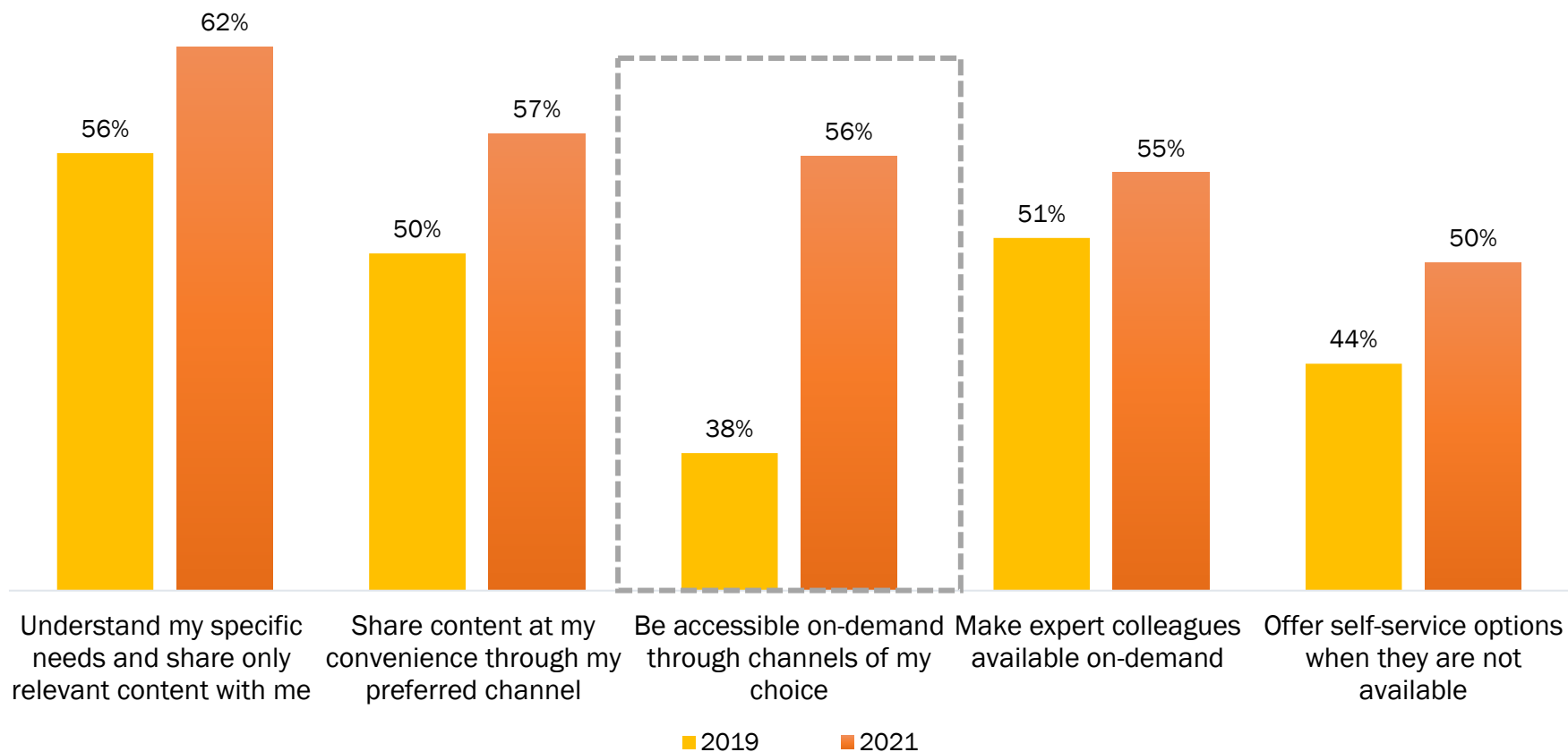


Key Insights:

- HCPs want relevant content to be shared over channels of their **preferences** and at a time of their **convenience**
- Augment reps with the **right tools and skillsets** to deliver an omnichannel experience



How did HCPs' sense of value for pharma representatives change from 2019 to 2021?



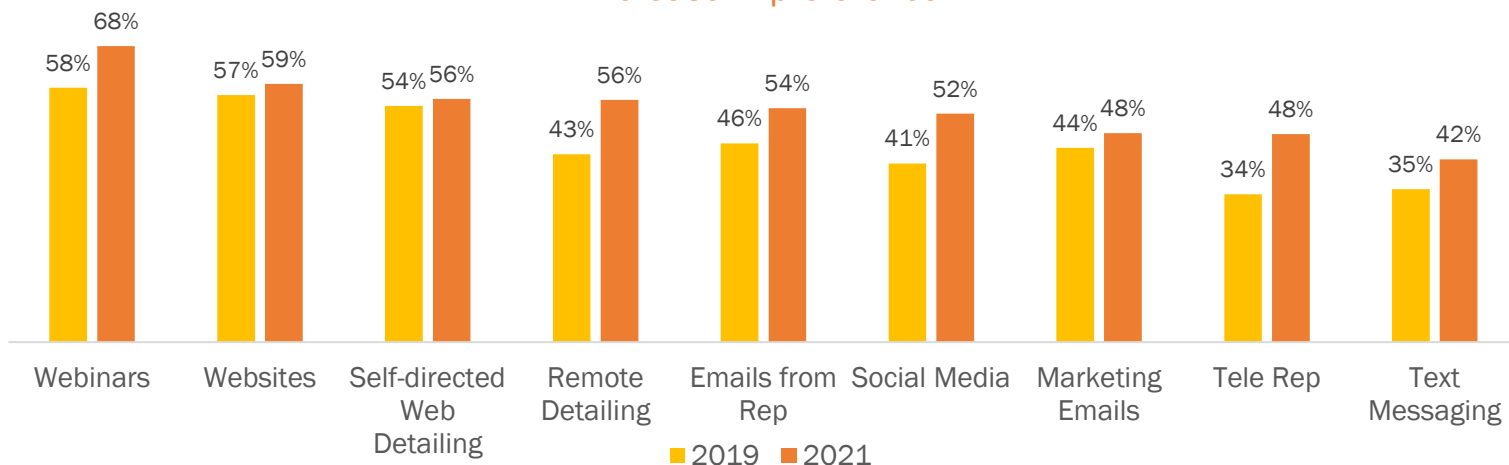
Key Insights:

- Share content and lead conversations that are beyond product-related information and optimized based on HCP journey.
- Enable flexibility in HCP interactions as HCPs want **greater control and autonomy** in their rep and expert interactions
- **Upskill/re-skill reps** to engage on digital channels and manage digital interactions based on HCPs' interest and expectations

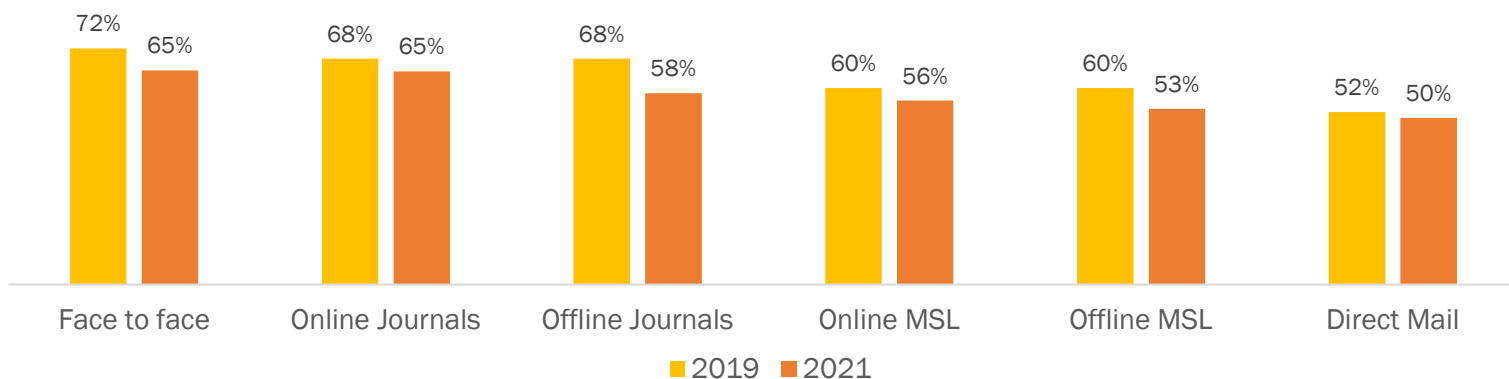


How did HCPs' channel preference to receive information change from 2019 to 2021?

Increase in preference



Decrease in preference



Key Insights:

- **Webinars:** Design for blended experiences to keep the conversations ongoing and provision for HCPs to participate in the conversations
- **Website:** Ensure content is easily discoverable as well as opportunity for integrations with 3rd parties
- **Remote Detailing:** Add content in various formats to improve interactions and impact
- **Social Media:** Enable exchange of scientific information and include patient engagement information
- **Marketing emails:** Quality of content and timing matters for high engagement
- **Online MSL:** Soft skills and tools training for managing conversations using digital channels



What are HCPs preferred time to receive clinical, medical, and promotional information?

Day	Before 8am	8am - 11am	11am - 2pm	2pm - 5pm	5pm - 8pm	After 8pm
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Saturday						
Sunday						

- Pre-covid times preference for US HCPs was 11am-2pm on weekdays and 8am-11am on weekends
- HCPs' Preferred time in India: 2pm-5pm
- HCPs' preferred time in China: 5pm-8pm





Summary

- Promote educational content on relevant platforms to strengthen brand awareness and recall
- Revisit their HCP interaction channels as they cannot continue to dictate engagement via channels they prefer
- Upskill salesforce to operate in the new normal and understand HCPs preferences for rep interactions
- Design engagement strategies to factor device and time preferences
- Look beyond owned channels to create and promote content to deliver value to HCPs and patients



Resources

- The Digitally Savvy HCP:
<https://www.indegene.com/insights/article/digitally-savvy-hcp>
- Indegene Digital Summit:
<https://www.indegene.com/indegene-digital-summit#register>
- Email: anant.puranik@Indegene.com



Audience Q&A

To ask a question, open the Q&A window, type your question into the Q&A box. [Click Send](#).



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July 27, 2022:
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