

Personalizing “Right Time” with HCPs

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WHY...Latest drivers of digital innovation in pharma

Significant loss of access to HCPs through traditional channels

~50% decrease in PDEs from restricted in-office access

No in-person medical congresses and speaker programs

HCP fatigue with virtual engagement

Challenges to building 'dialog' on virtual details and speaker programs

Loss of traditional 'hooks' for engagement including lunches and drug samples

Scheduled formats viewed as too long and providing too much scripted content

Significant loss of field team productivity

Hurdles to get response from new call points

Average 3 – 4 calls required to schedule a call

No organic touchpoints with office staff that occurs with in-office visit

Decreased patient activation to go to office and to switch therapy

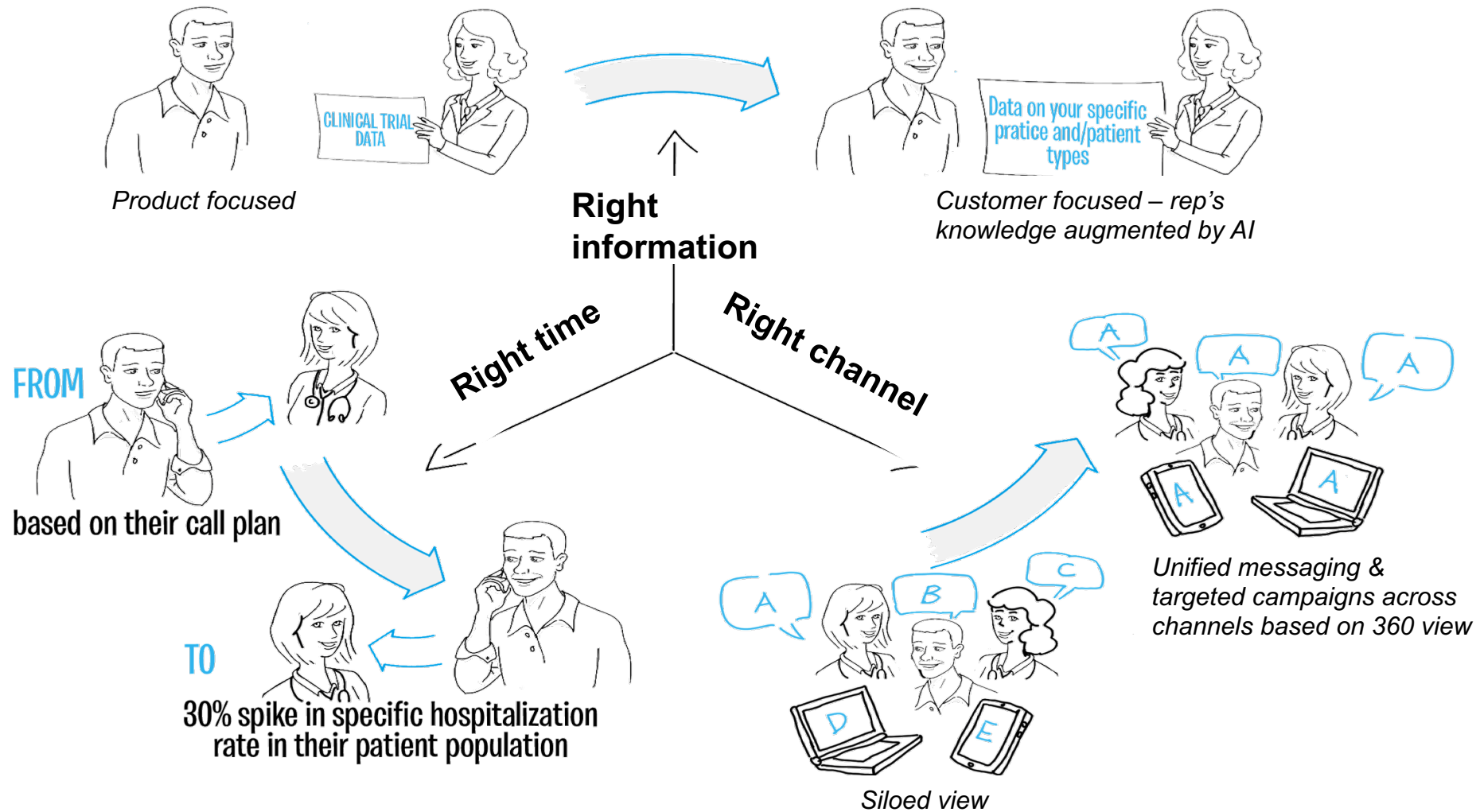
Increased patient affordability challenges due to loss / shifts in insurance coverage

10 – 40% decrease in patient visits post-COVID vs. pre-COVID

10 – 30% decrease in therapy switching post-COVID vs. pre-COVID

Note while these challenges were massively catalyzed by COVID, many were also already shifting before COVID. . . . and are likely to endure past COVID

The 3 levers of personalization



Lessons learned

