

MAY 2020

Physician Survey

COVID-19 IMPACT

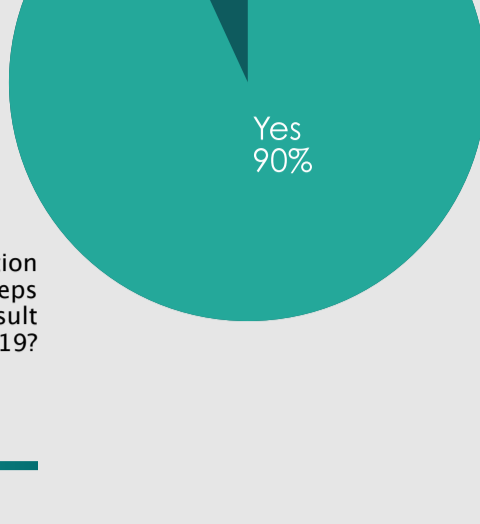
Presented by

Intouch Group & DHC Group

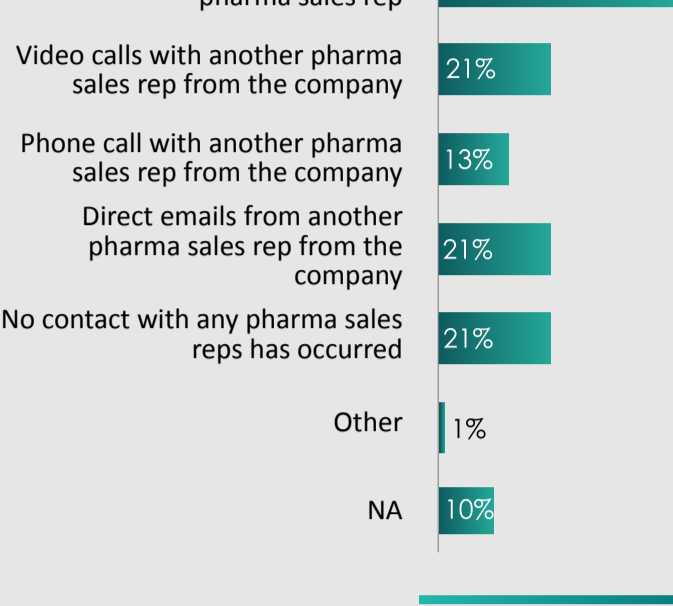
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90% of physicians' offices **interact less** with pharma reps during COVID-19



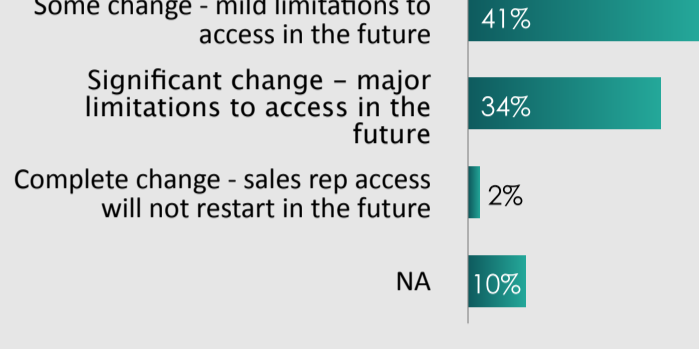
Has your interaction with pharma sales reps decreased as a result of COVID-19?



21% of physicians have had **no contact** with pharma sales since COVID-19

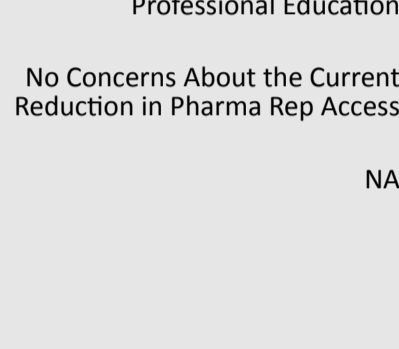
Which of the following methods have you used to replace the in-person pharma sales rep visit?

34% of physicians expect **major limitations** to sales rep access in the future



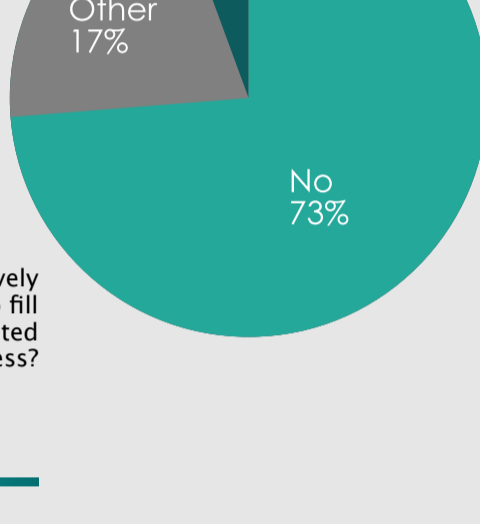
In a post-COVID-19 environment, do you foresee a change/limitation in pharma sales rep access?

50% of physicians are concerned about **sample access** due to decreased pharma rep activity



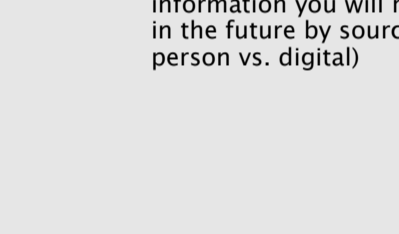
What are your concerns, if any, about the current reduction in pharma sales rep access?

73% of physicians have not been actively seeking out **pharma info**



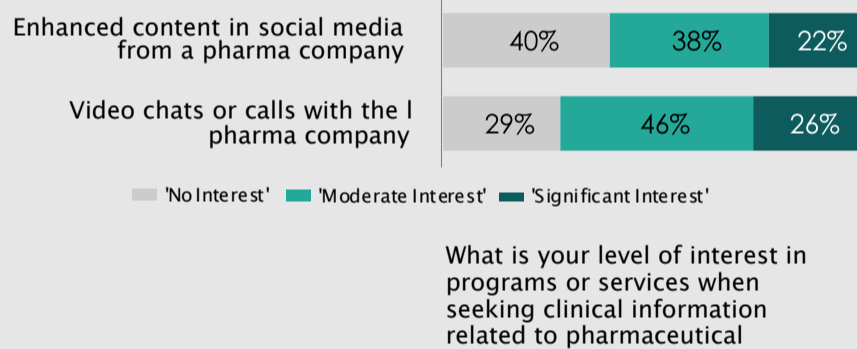
Have you been actively seeking information to fill the gap created by limited pharma sales rep access?

52% of physicians expect **digital information** to become more prominent



Estimate the allocation of information you will receive in the future by source (in person vs. digital)

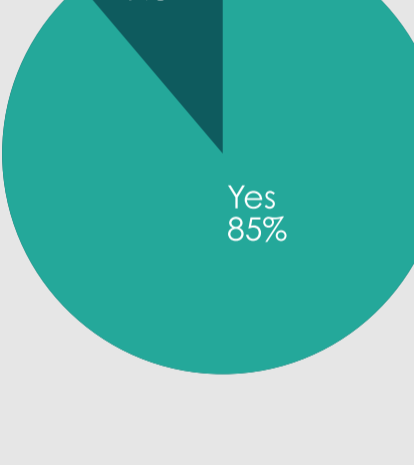
90% of physicians would be interested in a **combined portal** from all pharma companies



Legend: No Interest, Moderate Interest, Significant Interest

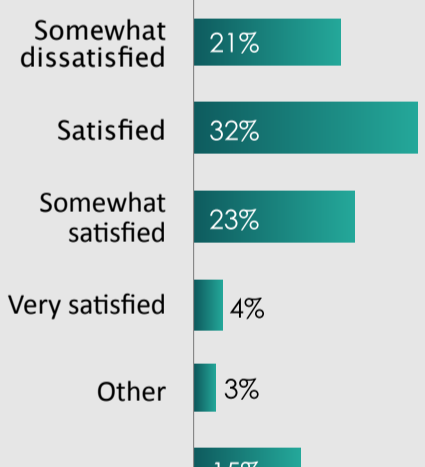
What is your level of interest in programs or services when seeking clinical information related to pharmaceutical products?

85% of physicians have used **telehealth** with patients during COVID-19

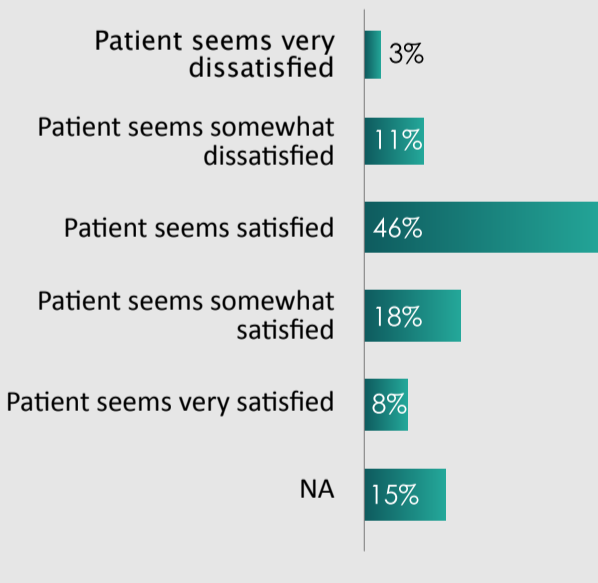


Have you supplemented tele-health/virtual appointments for some or all of your patient interactions due to COVID-19?

59% of physicians expressed **satisfaction** with telehealth as a proxy for live appointments



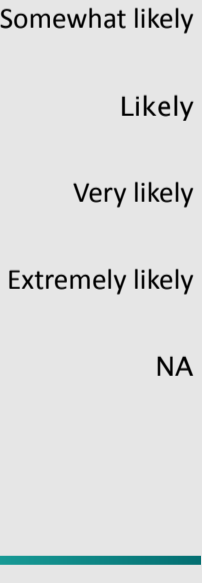
How would you describe your satisfactions with tele-health patient visits as a proxy for live appointments?



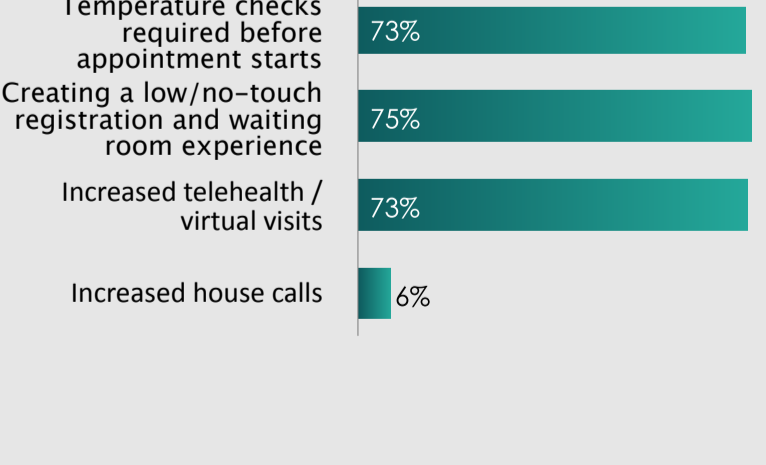
72% of physicians rated **patient satisfaction** positive regarding tele-health

How would you rate perceived patient satisfaction with tele-health virtual visits as a proxy for in-person appointments?

81% of physicians anticipate **increasing use of telehealth** even post COVID-19



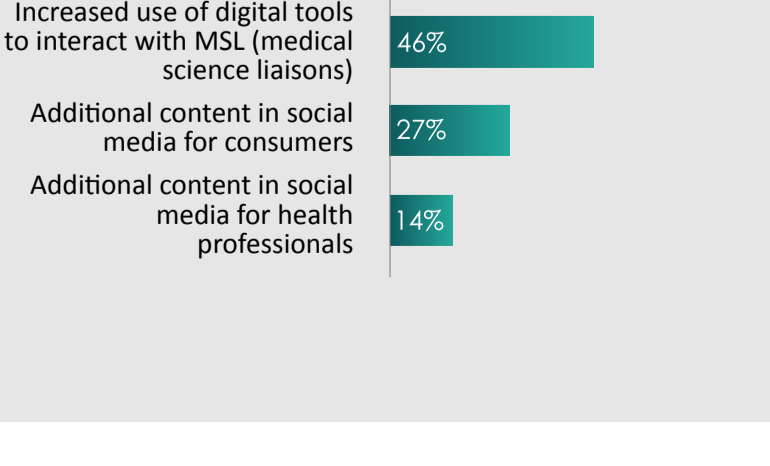
How likely are you to increase the use of telehealth/virtual appointments even after physical distancing due to COVID-19 is lifted?



79% of physicians expect a **patient backlog** due to physical distancing requirements

What are expected near-term impacts due to current physical distancing requirements?

76% of physicians want to see **enhanced patient assistance programs** from pharma



Which of the following content, programs, or services would you like to see from pharmaceutical companies over the next 2-3 months?

ABOUT THE RESEARCH

At the end of April 2020, we surveyed 104 US physicians (a mix of primary care and specialists) on the Sermo network to ask them about the impact of COVID-19 on their practices and patients. The above highlights are from that research.

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ACCESS THE WHITEPAPER: The Aftermath: COVID-19 Insights & Recommendations

Contact us for additional information or to get involved at [DIGITALHEALTHCOALITION.ORG](mailto:info@digitalhealthcoalition.org)

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