

The Rep Experience



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part of the
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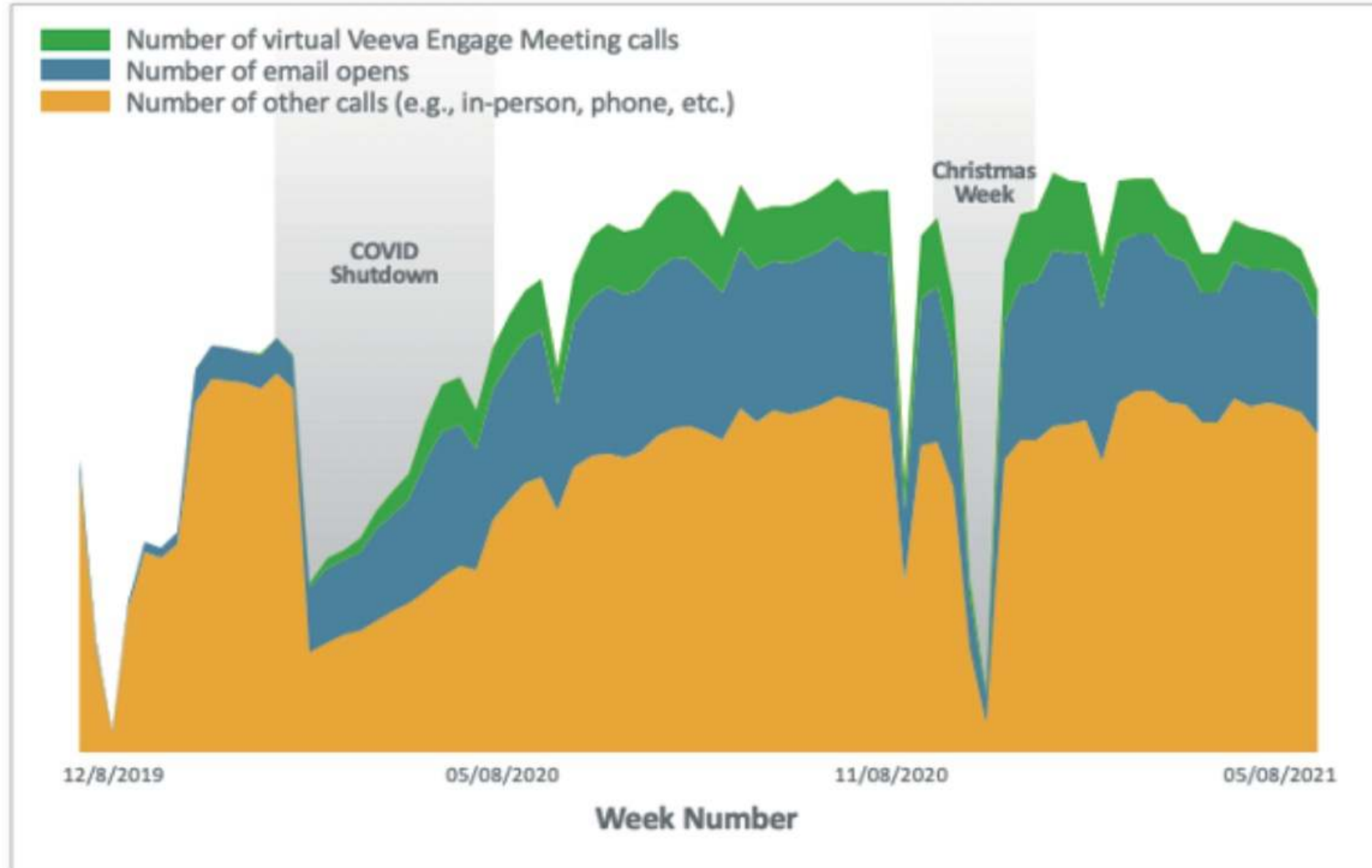
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DHCGROUP
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The Rep Experience Today

What We Learned in the COVID Era



4x
More Approved
Emails

27%
Approved Email
Open Rate

44x
More Engage
Meetings

29mins
Engage Meeting
Duration



The Rep Experience Tomorrow

Use Digital Tools to Generate Surround Sound



1. **The Field sits at the intersection of Information, Content, and Action**
2. **More is not more – simplicity and clarity are fundamental for field tools of the future**
3. **When it comes to Customer Intelligence, you have to feed the engine to get smarter**
4. **Smart personalization and the need for innovative thinking continue beyond engagement**