PHARMA TRENDS 2024

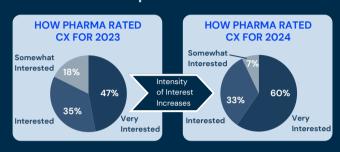
Data highlights from DHC Group and Klick Wire, looking at key trends and implications to consider. DHC Group research was completed in Q4 2023, surveying marketers from 40 pharma companies. Klick Wire data is referencing readership insights from the 2023 weekly issues.

WHAT MATTERS MOST TO PHARMA MARKETERS IN 2024

Customer Experience	93%
AI/ Gen AI	88%
New Digital Patient Journey	83%
Data Analytics	83%
Modular Content/Responsive Design	74%
Impacting Adherence with Digital Tools	71%

Percent of DHCG respondents who are either "interested" or "very interested" in each topic

CX Grows As Top Trend Year Over Year



Smart Marketers Focus on the "How" of CX

WHAT THE INDUSTRY READ ABOUT MOST IN 2023



Data based on Klick Wire readership details from 202

Pharma Position on Al Use for 2024





Biggest Opportunities around Al Technology in 2024

Greatest Barriers to using Al Technology in 2024







