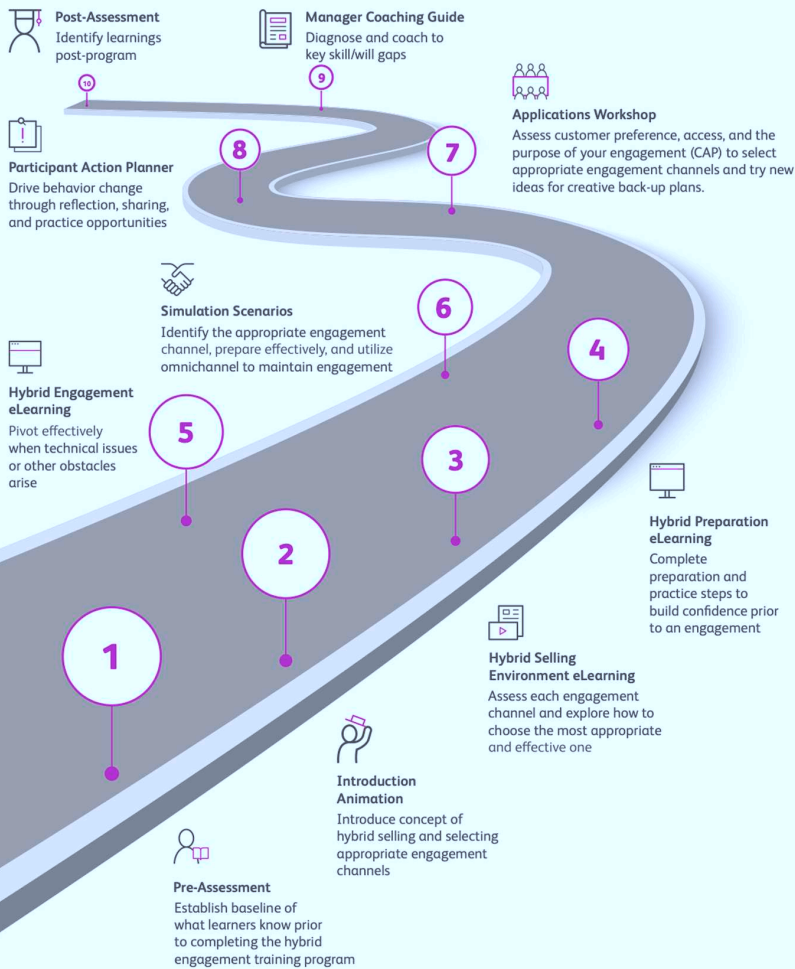


Hybrid Engagement

Increasing our teams ability to identify, engage with, and influence customers in a hybrid work environment

Program Highlights



Why is this important?



Less than half (43%) of sales reps expect to return to the office full time



Fewer than 20% of HCPs prefer an entirely in-person approach².



Recent data shows that healthcare changes associated with COVID-19 have accelerated and solidified HCP preferences for hybrid engagement.



Five years before COVID-19, more than half of U.S. physicians had already restricted access for pharmaceutical sales reps³, and even accessible doctors were spending less time with reps than in the past, with average visits dropping to under three minutes



As a result, some sales professionals were already practicing hybrid engagement prior to COVID-19, due to the flexibility, variety, and time savings.

Source: Salesforce Sales Snapshot Survey, March 2021

Source: McKinsey analysis of Sermo COVID-19 Global HCP Survey, January 2021

<https://www.zs.com/about/newsroom/crossing-the-threshold-more-than-half-of-physicians-restrict-access-to-sales-reps>

<https://hawkpartners.com/healthcare/engaging-with-hcps-in-the-new-normal-a-roadmap-for-success>

Objectives



Assess preferences and decide how to engage with each HCP to deliver maximum value



Thoughtfully adapt and apply selling skills and process based on engagement type



Bring value to entire office and build connections beyond HCP remotely and in person



Embrace technology and execute Precise Planning for hybrid engagements



Pivot effectively when technical issues or other obstacles arise