

Enabling The Engagement Models of the Future

Regional Forum Spain





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Life Sciences continues to go through a period of **significant change** driven by changing **customer needs** and **expectations**, increasing market **complexity**, **technological progress**, and **internal pressures**

Market Drivers



More diverse customer base

- Explosion of stakeholders/customers types
- Shifting influences and dynamics
- Every customer is on their own 'journey'

Harder to access

- Time poor, system pressure
- More digitally savvy, 'digital first'
- Rep-centric "interruption model" isn't effective

Higher expectations

- More selective than ever
- Expect the same standard as other industries
- Customers in the driving seat



There Is a Diverse Customer Base

GPs account for ~44k HCPs - large variations in # of 2o care specialties



180k

HCPs in Spain



of GPs / Specialists

44k

GPs

5k

Cardiologists

9k

Oncologists

4k

Neurologists

4k

Urologists

Source: Veeva Open Data, Spain



That Is Harder to Access

72% of HCPs can be accessed in-person or via video

HCP Access

HCPs that can be accessed either in-person or via video channel



72%



53%

HCP Selectivity

Accessible HCPs meet with three or fewer companies



42%



62%

Source: Veeva Pulse data, EU5, [2023]



Dermatologists

84%

77%



Neurologists

79%

55%



Cardiologists

76%

63%



Gastroenterologist

68%

56%



Oncologists

83%

60%



Urologists

66%

50%



Endocrinologist

79%

59%



Psychiatrists

58%

23%

Source: Veeva Pulse data, EU5, [2023]

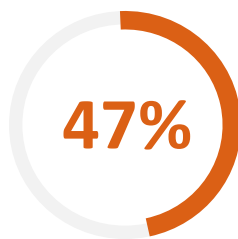
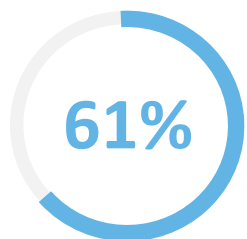




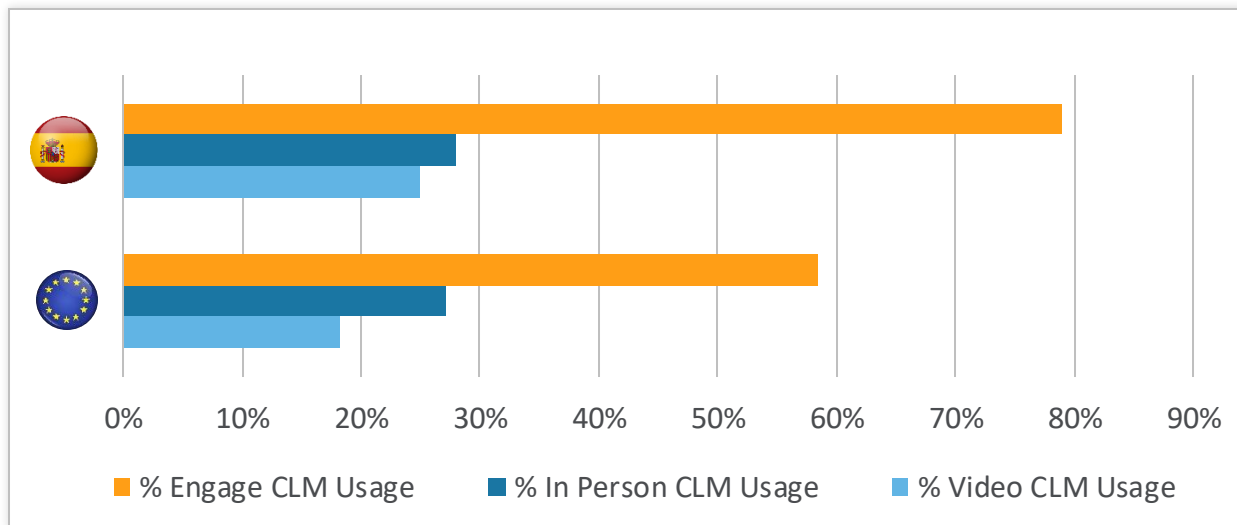
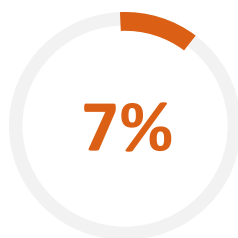
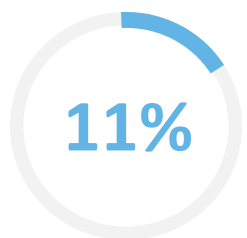
HCPs Have Higher Content Expectations

Open rates and click rates are 61% and 11% for emails

Open Rates



Click Rates



Engage Duration



11
mins



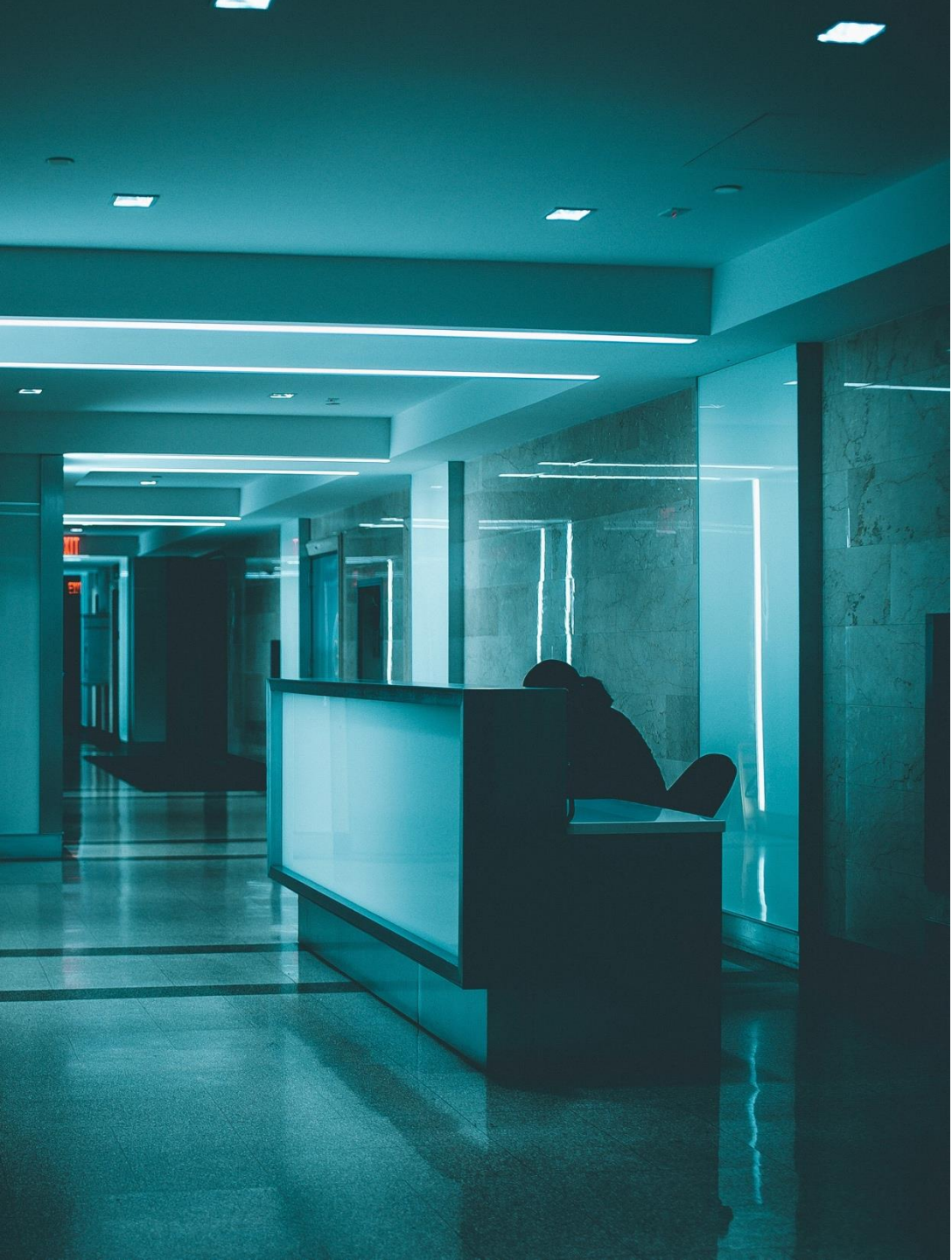
13
mins

Source: Veeva Pulse data, EU5, Jan'23 – Jun'24

Open and click rates both sat above the European average by 14% and 4%, respectively

Source: Veeva Pulse data, EU5, Jan'23 – Jun'24





Internal Challenges Add Further Complexity

Shifting and more complex portfolios

Increased volume of launches

Resource-constrained

Operating in siloes

Everyone and no one owns the customer

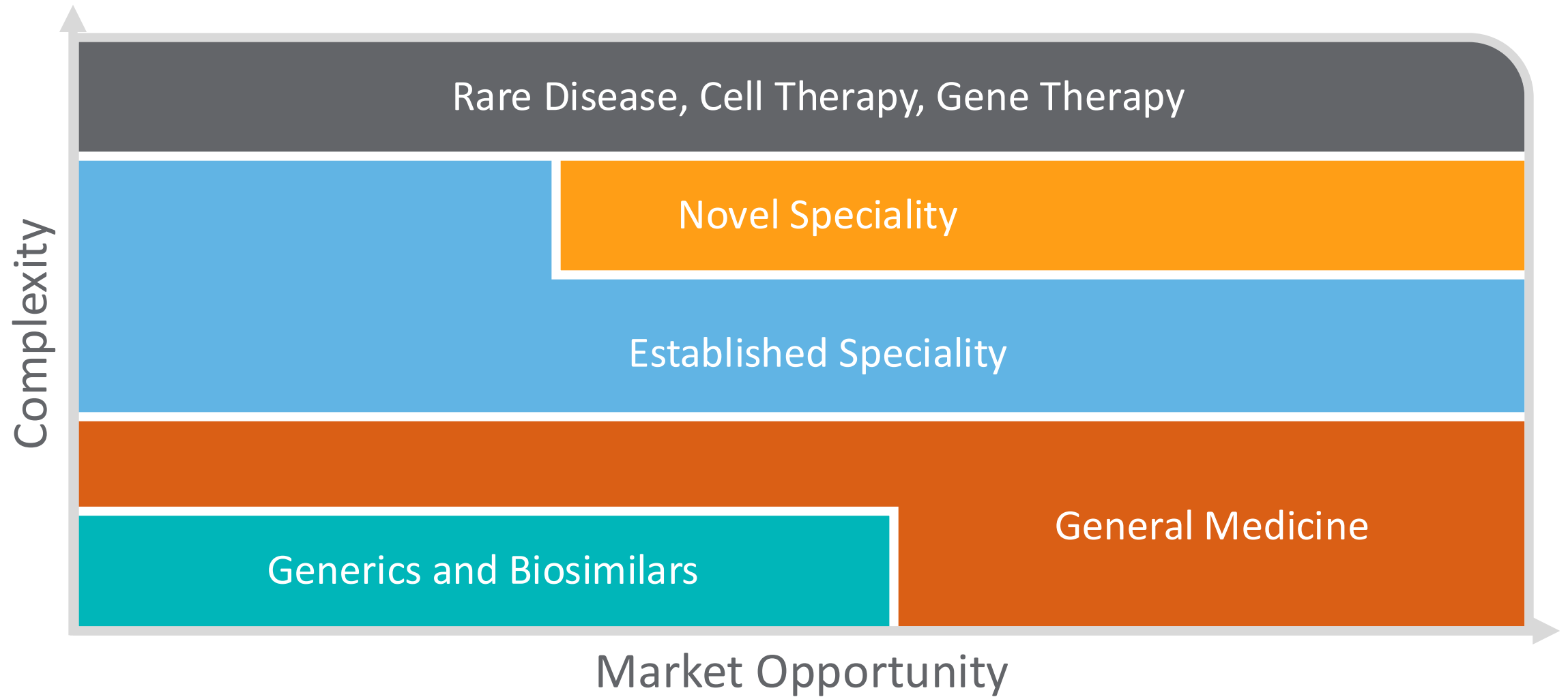
Product-first orientation

Uncertainty over the rep-centred model

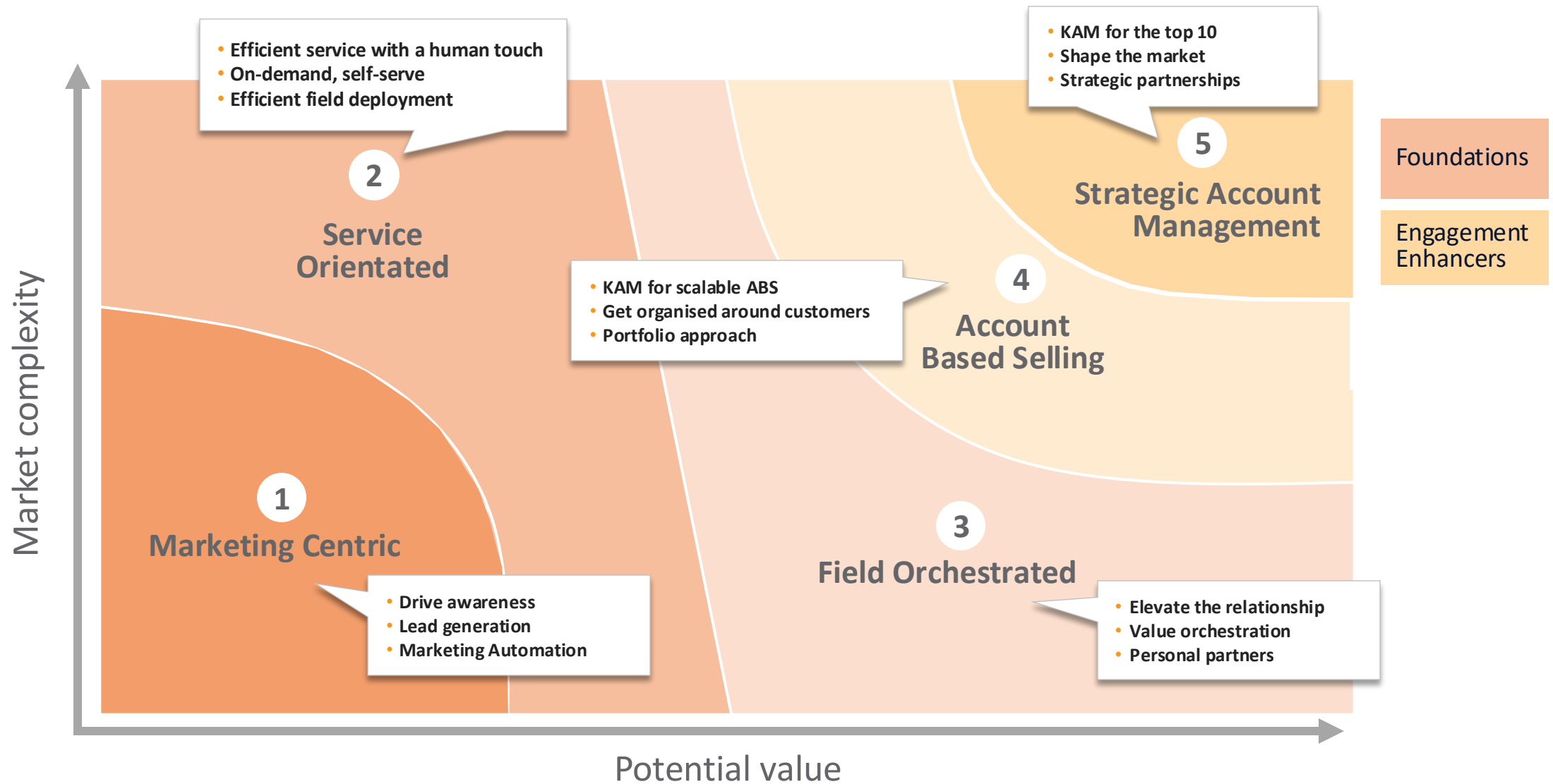


Alleviating these challenges requires **connected engagement** and new, enhanced **engagement models** supported by the **right capabilities** and **operating model**

Diversity in Modern Medicine



Five Critical Engagement Strategies of the Future

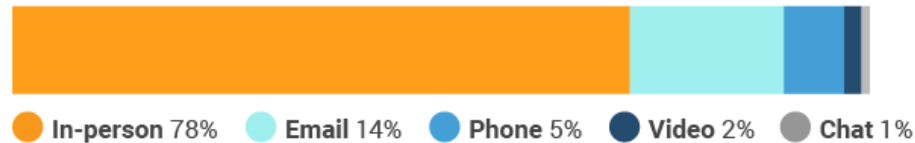


Five Critical Engagement Strategies of the Future

Service orientation - efficient service with a human touch

Inbound channels more than double digital engagement whilst at least maintaining in-person

Traditional Engagement Model



Service-focused Engagement Model



Service-focused engagement creates more overall engagements for field reps with equal or more in-person meetings

30%

of interactions initiated by the HCP

5min

Average response time

80%

Content read rates (2x rep led email and 5x mass)

2x

Inbound channels double the amount of digital interactions

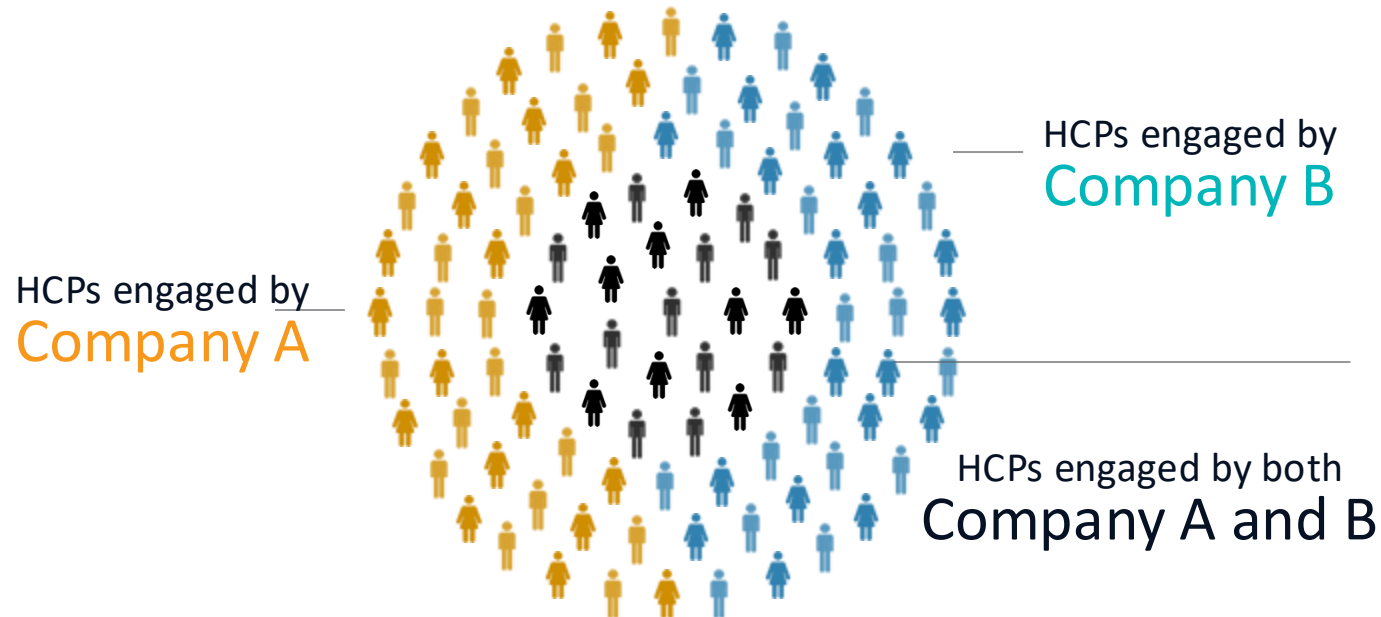
12%

video meetings, up from 2%

Five Critical Engagement Strategies of the Future

Field orchestration - elevate the relationship with technology and data

50% of direct competitor HCP targets do not overlap



EU Case Study

10-15%

New HCPs identified and included in target lists

1.5X

More patient potential covered

Data-driven field orchestration drives sales growth by

5-15%

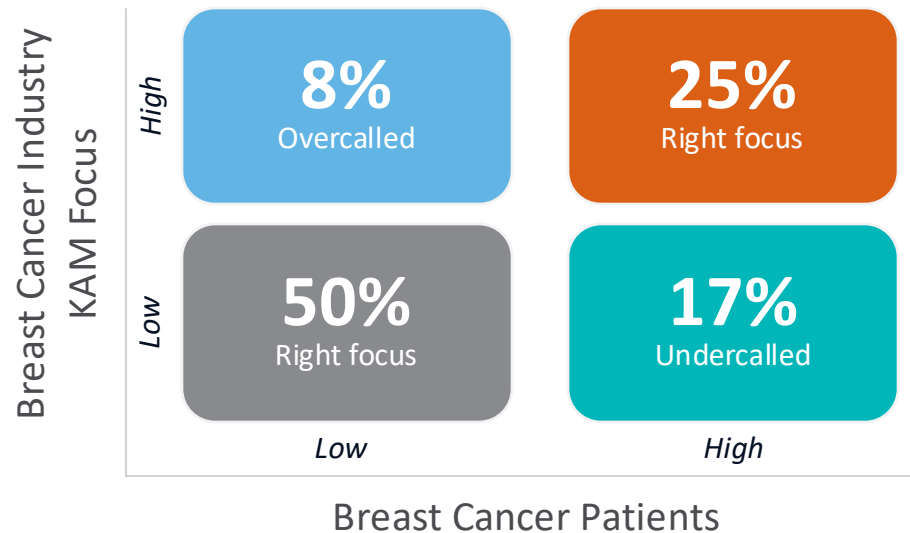
Five Critical Engagement Strategies of the Future

Account-based selling - get organized around customers

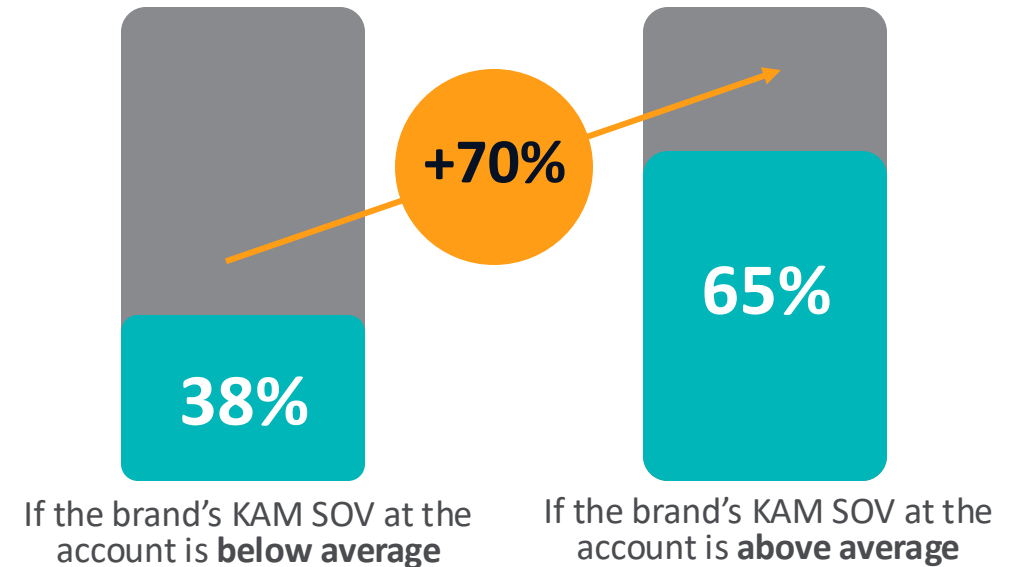
KAM focus is good, but there is room to go the extra mile in nearly 20% of accounts...

...And going the extra mile pays off

Share of U.K. accounts



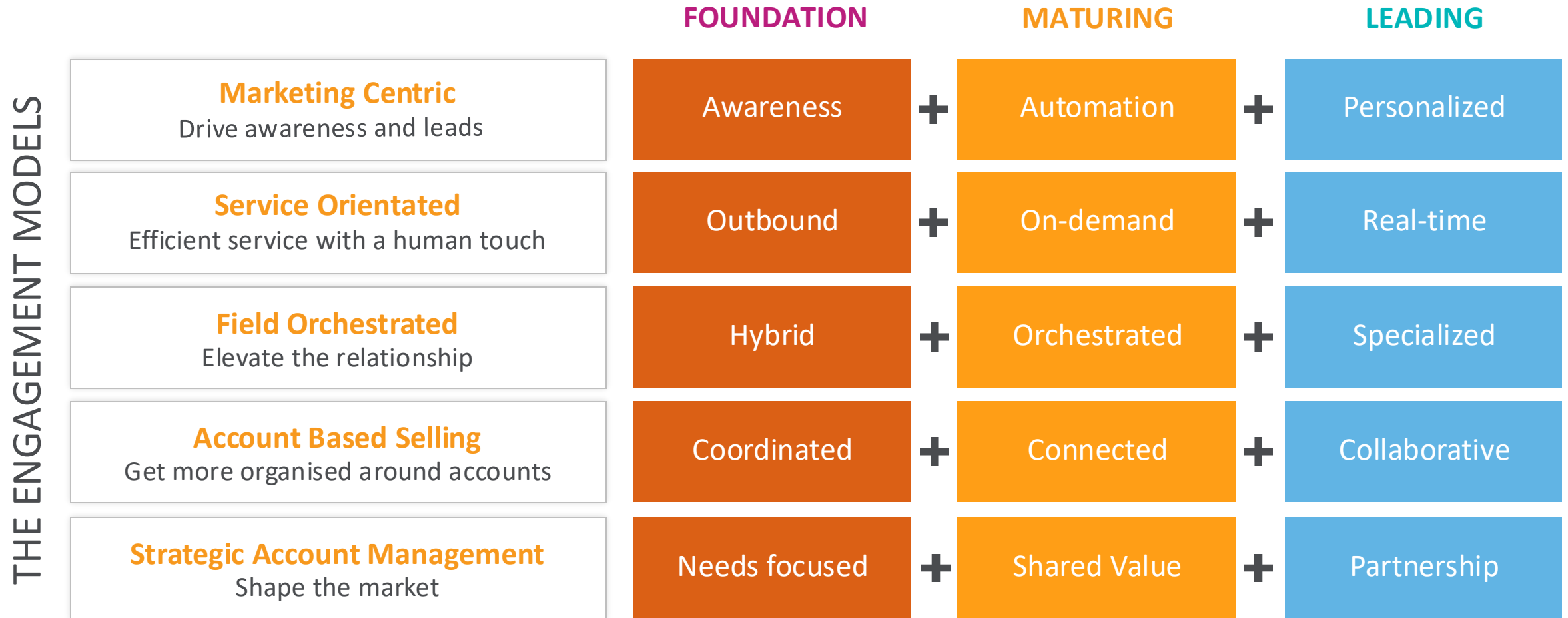
Odds that a brand makes it on the account formulary



One in five high-value accounts are underserved

Source: Veeva Business Consulting. Analysis of KAM activity for breast cancer in the UK, 2023 H2– 2024 H1. Based on Veeva Pulse, public diagnoses, and public formulary data. High/low KAM focus and breast cancer patients refer to above- and below-average KA<M activity and breast cancer diagnoses vs. national average, respectively

The Evolution of Connected Customer Engagement





Thank you