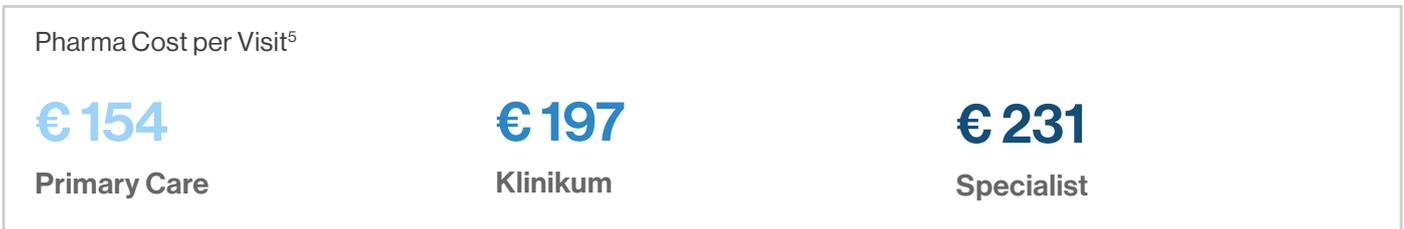


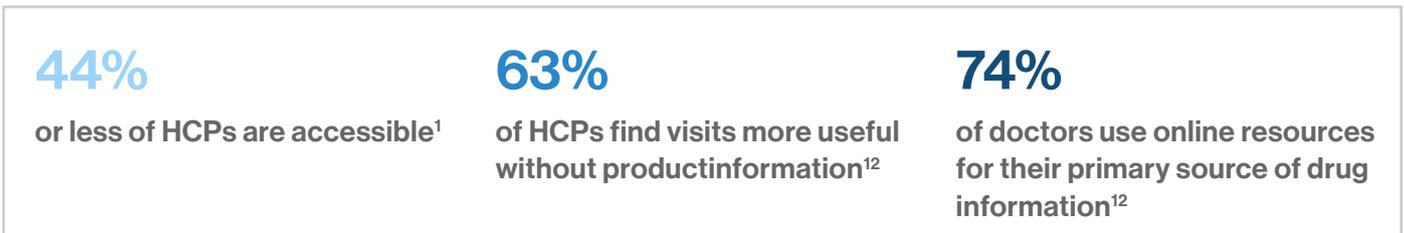
Bestchannel HCP Engagement

The Challenges Facing F2F Today

Access to HCPs has been decreasing for years.¹ Facetime is getting shorter ^{2,3}, the HCP attention-span is decreasing⁴ and more distracted, access is being granted less often, and reps are being shut out of entire organizations¹. Furthering this issue is the increasing cost-per-visit⁵ and the inability to reach the entire market flexibly, as high visit-frequency requirements ensure that parts of the market are no longer considered – those HCPs in more remote or less-densely inhabited regions are neglected.



These trends suggest that the return-on-investment per-visit can only be maintained by adding in other channels for communication. Recently, personalized Email has been used to fill this gap in communication, along with a higher reliance on highly-focused, time-limited media and webinars, but this still doesn't address the access issues in all circumstances.



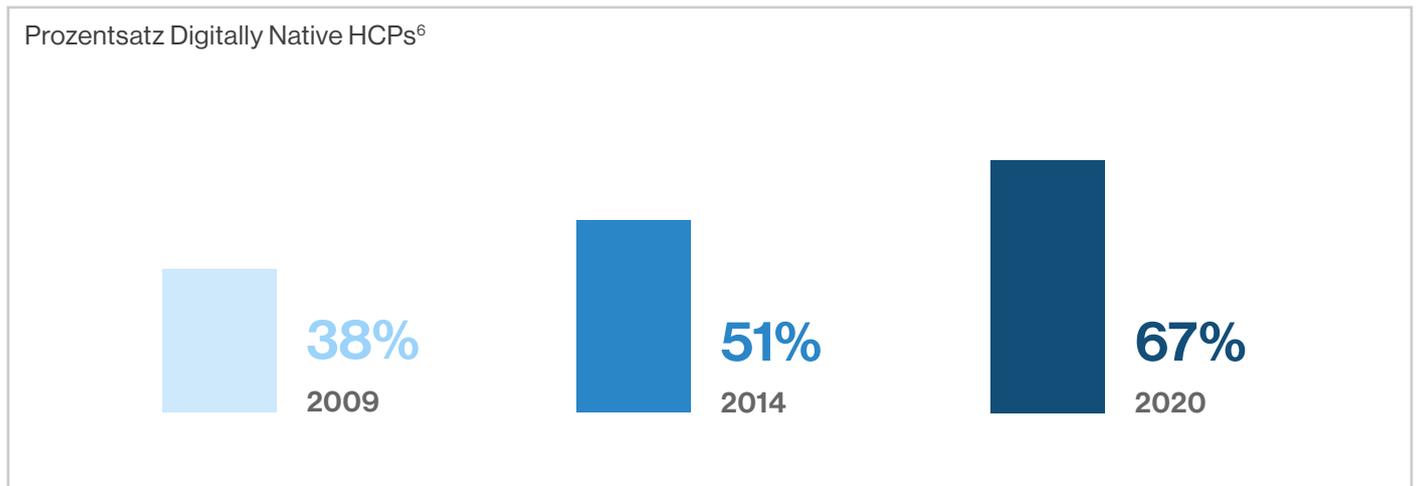
Furthermore, as the time available to meet with an HCP in their workplace for F2F visits decreases, it becomes more critical to deliver a set of specific data to the HCP, meaning a stronger “push” of information rather than a more natural HCP-derived “pull”. The transfer of quality information also naturally decreases as these access times get shorter.

\$1 Billion

Pharma Industry Cost for Unsuccessful Visits¹

Digital Natives

The life sciences industry is constantly rejuvenating itself. Healthcare Professionals entering the market today are already digitally-native, the most digitally-literate group to ever enter the industry⁶. They've grown up in a world of ubiquitous information access and highly-specialized channel content in their private lives. Their world today is a world with omnipresent teleconferencing, web chats, and highly-specialized web portals tailored exactly to their personal interests. But this is not replicated in their professional lives.



HCPs have access to multiple digital sources of pharmaceutical information (some of which were originally created to get around the loss of HPC access), meaning HCPs no longer require reps to be their primary source of information regarding new drugs, trials and conference presentations.⁷ But that doesn't mean that the role of the rep is going away⁸, rather that the role is transforming as the HCP market evolves. Pharmaceutical sales has evolved over the years by moving away from pure product detailing towards better communicating the value proposition of a product¹, giving rise to the "insight seller"⁹, a rep specialized in delivering added-value and contributing to the base body of knowledge that HCP has already built through other channels. This leads to sales reps needing to be more informed, more insightful to their customer's needs, and better able to tailor the sales experience based on those needs.

Reps themselves have become more digitally native along the way as well, and are also comfortable using digital technologies in their visits and followups, either by eDetailing, sending personalized emails, or hosting webinars. But the question remains how best to increase a rep's reach while increasing the quality of information and orchestrating that flow of information to the HCP that best fits that HCPs needs. And how best to do that while also reducing the cost of failed visits.

Augmented Video Conferencing with ysur

Enter, Augmented Video Conferencing. The yRoom helps to solve these access issues by offering a peer-to-peer video-conferencing solution that's tightly integrated into a pharmaceutical company's CRM system of choice. By providing the HCP and rep distinctly different information overlays, each tailored to either the rep or the HCP, the information each participant needs most is available at a glance. Is the HCP interested in viewing media? The rep can display media directly or display a pre-configured list of media and allow the HCP to self-select the media that's most interesting to them. Need to obtain consent? Also possible within the yRoom. The HCP can also see their own "Customer Journey" including previous topics discussed, and the rep has access to a wide variety of supplemental information, if needed. The yRoom isn't just about peer-to-peer communication, it's about optimizing that process of engagement and experience for both the HCP and the rep.

With an average F2F visit time reducing over the last years to 2-5 minutes³ and increased waiting times and turn-aways, leading pharmaceutical companies are already using some form of web conferencing in their multi-channel strategy. Duration times for these web conferences, when they are successful, are now averaging at over 15 minutes¹⁰, a significant improvement over F2F. And by supplementing F2F with follow-up web conferences, improvements in progression on the adoption ladders has also been recorded¹¹. Unfortunately, web conferences with HCPs are not always technically feasible when using the current set of available web conferencing systems. Either the connection is unstable or plugins are required in order to function. This is primarily due to the prioritization of the video-conferencing part of the solution, rather than the prioritization of the transfer of information and the actual engagement.

Video in the yRoom takes a background function to the actual work at hand, and when bandwidth is available, video can be utilized. Absolutely no downloads or plugins are required for either the HPC or the rep, all that's needed is a modern web browser. An HCP doesn't want to spend even a few minutes setting up their environment for a video conference. They want a frictionless interaction that simply works, and that works on whatever platform they want to use. Research by ysur has also shown that for HCPs, video is of virtually no concern, the information transferred is what's truly important.

With the future yRoom HCP-platform, an HCP will be able to also schedule, or reschedule, their own meetings. Flexibility in scheduling provides a more comfortable, targeted and stress-free conversation, which also helps to lead to longer conversations with higher engagement. The yRoom can also be configured to automatically block time-slots pre- and post-conversation, to reserve a rep's time for preparation and/or documentation. And, by providing the rep access to exactly what the HCP needs, during the call, less preparation time is needed. In-call documentation also helps to eliminate some extraneous after-call activity recording.

The yRoom helps the rep orchestrate the flow of information to the HCP, providing the HCP exactly what they need and when they need it, allowing the rep to become more of a "healthcare consultant". Standalone, the yRoom enables the rep to obtain consent, display media, register the HCP for events and deliver promotional materials, all of which can be driven by either the rep or the HCP themselves (information "pull" instead of just "push").

The yRoom can also integrate with many leading CRM systems, contains its own integrated media library and can be integrated upon customer demand to many other sources of information. The rep has full control of the meeting, able to adjust topics and content before and from within the call, while having access to all relevant information directly embedded in the yRoom video overlay. The increased efficiency helps to lead to a more frictionless interaction between the HCP and the rep, and the future planned self-scheduling options offered to the HCP will allow them to choose a time that is most convenient and therefore more likely to lead to longer conversations. The traditional F2F visit is not eliminated, rather the yRoom offers a new tool in order to help increase the knowledge transfer and call frequency, as well as significantly reducing costs and improving the rep/HCP relationship.

Benefits



Key Organizer Benefits

- Reduced travel times
- Increased reach
- Constant eye-to-eye contact with HCP due to overlaid data
- Planned, Requested and Suggested Media, all within easy reach
- Customer Journey and Influence
- Network Map available during the call



Key HCP Benefits

- Click-and-Go: No plugins, no downloads, no software
- Better scheduling options
- Transparency in communication
- Pull of information instead of push
- Optimizes Quality vs. Quantity of information
- Lowers the opportunity cost of a visit



Key Pharma Benefits

- Better access to HCPs
- Decreased costs
- Increased reach
- Enhanced content relevance
- CRM system integration



The HCP's yRoom view

The Future is Here – yRoom

The pressure is there, the technology is here, and the need exists for individualization in content distribution. The market has become consumerized and each HCP has their “best channel” preference. Sales strategies have to keep up with this individualization, and the yRoom helps pharmaceutical companies to achieve this. With full integration into many leading CRM systems through standard connectors, included media-tracking and analytics, rapid-documentation, lowered call preparation and documentation times, the yRoom helps companies to achieve higher throughputs at increased efficiencies and with lower costs.

F2F visits cost the industry at a minimum, 154 € per visit. Due to the overhead invested, failed visits cost roughly the same. The ability to complement a F2F with a yRoom call, allows the industry to significantly reduce average per-visit costs, increase their reach and access, and enhance the value of the content.

With short implementation times, and standalone capabilities, a company can rapidly integrate the yRoom into their internal processes, and quickly add a new “bestchannel” option to their sales strategy. A company wants to start small in order to validate the new business model? No problem. Integrations can be built later, only increasing the value of information within the yRoom. The yRoom is developed in close-cooperation with our partners and customers and it is always in a process of continuous improvement. Users always receive the latest version and ever increasing functionality. Want to be a part of this process and drive the yRoom vision? Then feel free to contact us, we listen – it’s a founding principle.



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ysura offers software solutions to the pharmaceutical market, including Sales and Marketing Optimization, Customer Relationship Management (CRM), Multichannel Marketing Campaigns, Consent (opt-in) Management, Activity Planning, Order Management, Mobile Solutions, Sample Management, Key-Opinion-Leader Management and Augmented Video Conferencing.

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