

Virtual Interactions Survey: The Results Are In

We surveyed our clients with a series of questions related to how their companies are currently conducting virtual interactions and the training they provide on those interactions. The results offer an interesting glimpse into how the life sciences industry is managing the challenges of conducting HCP interactions during the pandemic. The questions, and sometimes surprising answers, are listed below.

We welcome your feedback. Do the results align with your company's approach?



What percentage of your company's interactions with customers are conducted virtually?



76-100% of interactions	33%
51-75% of interactions	61%
26-50% of interactions	6%
25% or less of interactions	0%

We were somewhat surprised the first two selections for this question weren't reversed in terms of the results. We would not have expected 61% of the respondents to say the number of virtual interactions falls in that 51-75% range. This will be an interesting question to revisit post pandemic to see to how many companies (and HCPs) have determined virtual interactions are as effective as in-person visits.

In which of the following interactions is your company engaging?

Virtual detailing	86%
Virtual speaker programs	80%
Virtual lunch and learns	73%
Virtual patient programs	13%

This one isn't surprising considering what we have heard from our clients and comments at recent industry conferences. As one presenter at the PCF Compliance Congress said, "virtual speaker programs actually carry lower risk than live ones, as long as the guidelines are being followed." The industry has indeed gone virtual and the way in which HCP visits and speaker programs are being conducted has changed...perhaps for the long term.



How have you provided guidance on virtual interactions?



Via emails	86%
Via live (virtual) training	86%
Via written policy, quick guides, and/or infographics	86%
Via elearning	13%

The shift to virtual interactions was sudden and unplanned and surprisingly, respondents obviously turned to email, live training, and documents to keep sales teams apprised of those changes. More frequent communication and training is the key to keeping sales teams up to date on policies changes and evolving best practices.

What are your company's plans for customer interactions going forward? Select all that apply.

Phasing in of in-office interactions	80%
Only virtual interactions for the rest of 2020	20%
Transitioning to all in-office interactions as soon as we are allowed	20%

In the pandemic environment, what volume of compliance training have you maintained?

We've done more compliance training	53%
We've done about the same amount of compliance training	46%
We've done less compliance training	0%

Excellent answers! Change requires more training and now is the not the time to be shy about deploying more, even as we transition into 2021 and start to see some light at the end of the pandemic tunnel.

As you move forward through this pandemic, what type of compliance training guidance would be worthwhile for you?



Instructional design for microlearning	60%
Sharing innovative approaches to compliance training	60%
Interactions with HCPs course, including COVID-related content	40%
Custom COVID Policy Training	26%

Not surprisingly, the need for more microlearning and training innovation is at the top of the list. The pandemic has highlighted the need for alternative approaches to training as the industry strives to keep pace with the changes.

The PharmaCertify team has been developing innovative compliance training solutions for the life sciences industry for over 15 years. We have the subject matter experience and training expertise you need to help keep your field sales team updated on the changing policies and rules on conducting interactions during this crisis and beyond. Contact Dan O'Connor at doconnor@nxlevelsolutions.com to ask how we can help.

Thanks for reading!