

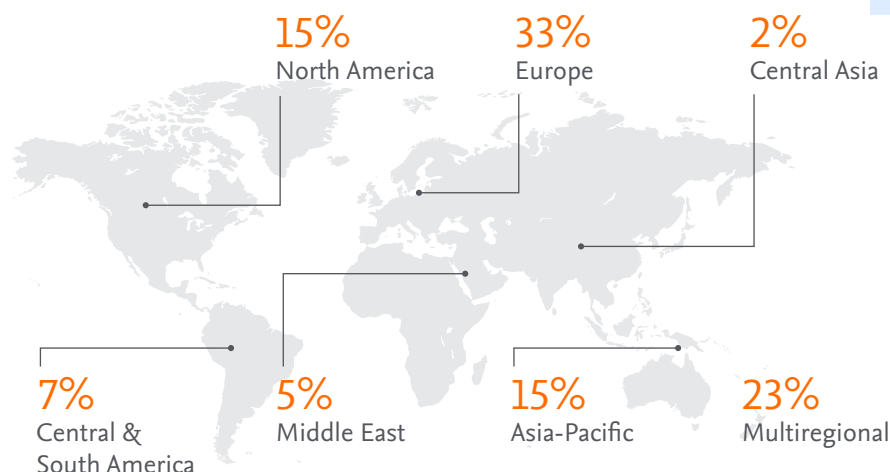
The new era of HCP engagement

Between June and September 2021, Elsevier and Reuters Events partnered on industry trends research on engaging with healthcare professionals – here are the highlights.

245

respondents from pharmaceutical, biotech and medtech companies shared their views.

The results presented here focus on 194 of the 245 responses, which came from medical affairs (47% of respondents) and marketing and commercial strategy (35%) professionals.



Digital channels lead the way in promotional spending



Marketing, commercial and product/branding professionals shared their insights on promotional spending.

85%

expect to spend on virtual meetings and events

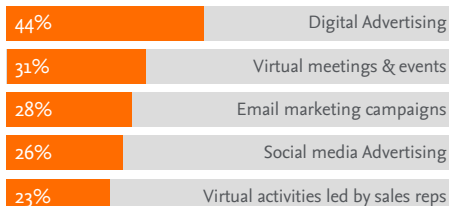
79%

expect to spend on digital advertising

76%

expect to spend on email marketing campaigns

Percentage of respondents who expect a budget increase of 10% or more in digital channels by 2024-2025:



Spending expectations for 2025:



E-education is on the rise



Marketing and medical affairs professionals shared their insights on educational spending.

Percentage of respondents who expect to see **increased budgets** for:

66%

Webcasts of scientific sessions /meetings /conferences

64%

Education platforms/RCs

59%

CMEs

58%

Patient education materials

Educational spending is expected to shift to online tools.

Percentage of respondents who expect to see **decreased budgets** for:

45%

Hard copy reprints

30%

Medical textbook sponsorships

25%

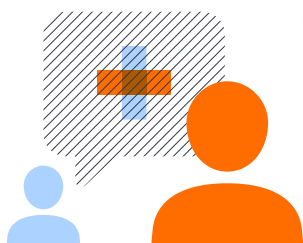
Outserts



Interested in learning more about how your peers are making decisions?
Contact **Sharon Levi, Senior Marketing Manager**, s.levi@elsevier.com.



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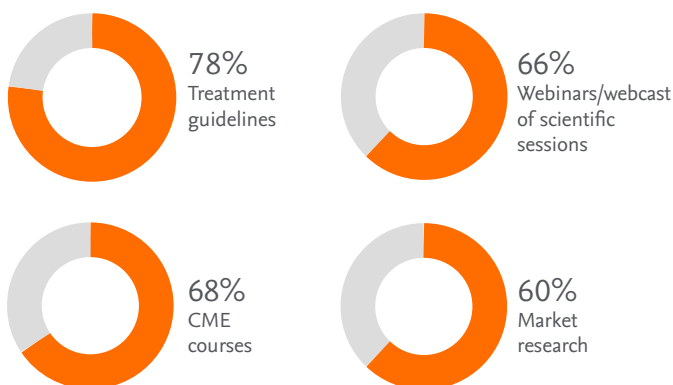


The new era of HCP engagement

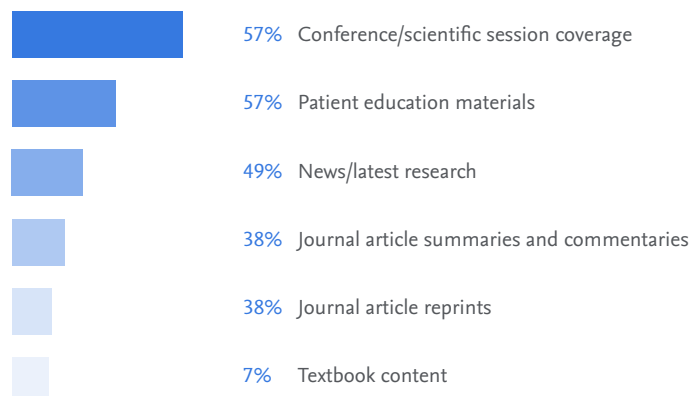
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Top content types for engaging HCPs

Top content types according to respondents:



Other types of content respondents consider important:



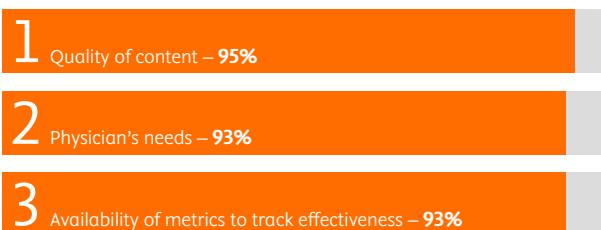
Factors affecting promotional vs. educational spending



95%

of respondents agree quality of content is the most important factor in both promotional and educational activities.

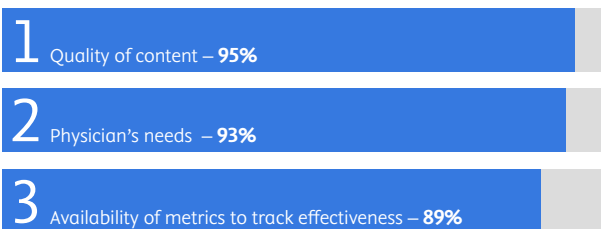
Top 3 factors influencing promotional decision making, according to respondents:



Groups with high influence on promotional spending decisions, according to respondents:



Top 3 factors influencing educational decision making, according to respondents:



Groups with high influence on educational spending decisions, according to respondents:



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