

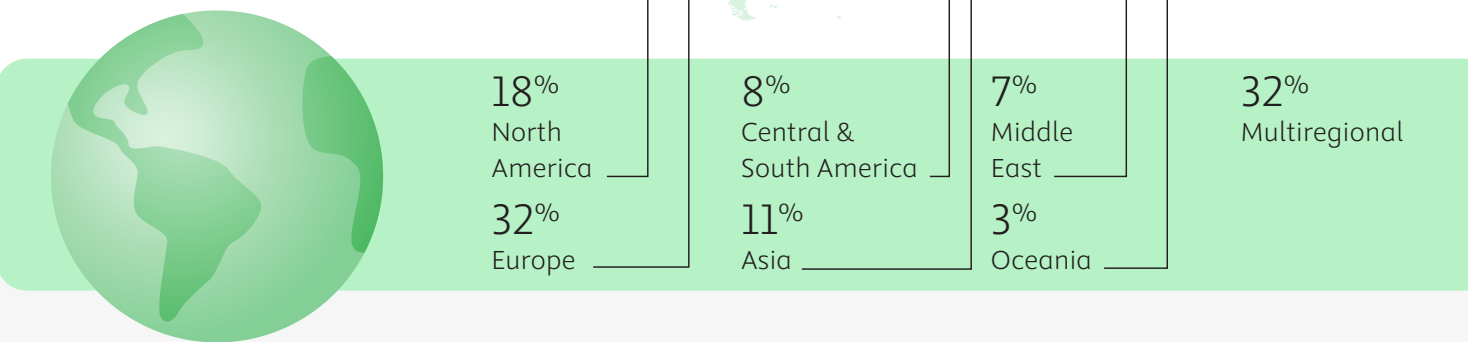
Between January and April 2023, Elsevier and Reuters Events Pharma partnered to uncover the latest industry trends on engaging with healthcare professionals (HCPs) — here are the highlights according to medical affairs executives.

The HCP engagement transformation—according to medical affairs executives

208 
executives from pharmaceutical, biotech and medtech companies responded.

The results presented here focus on

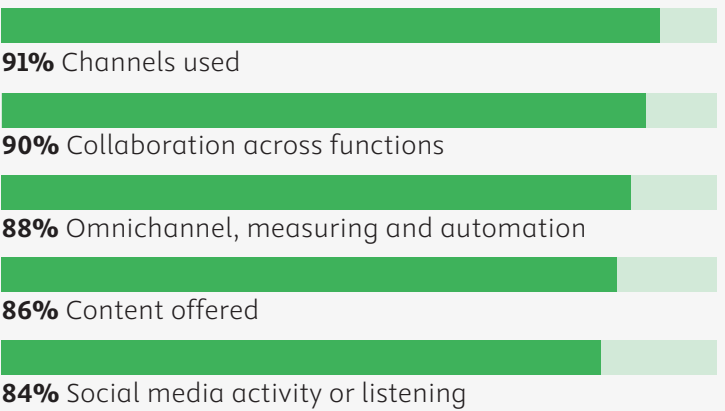
77
of the 208 responses, which came specifically from medical affairs professionals.



Changing channel-mix tops list of recent trends

Medical affairs respondents shared their insights on the biggest trends in HCP engagement over the past 18 months.

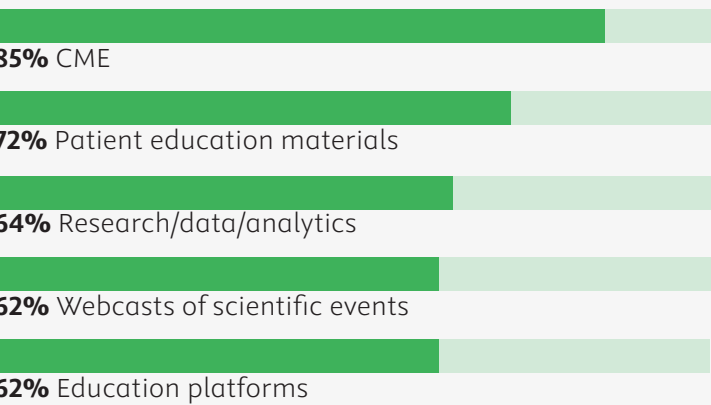
Percentage of respondents who witnessed changes in the past 18 months to the following:



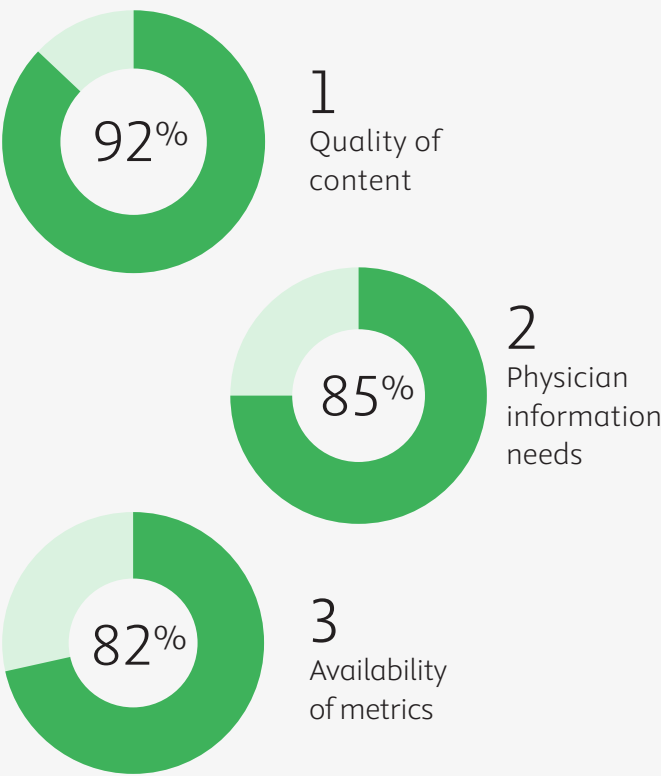
CME leads educational spending in 2023

Medical affairs respondents shared their insights on educational spending in 2023.

Percentage of respondents who saw investment by channel in 2023:



Top 3 factors influencing decision making, according to respondents:



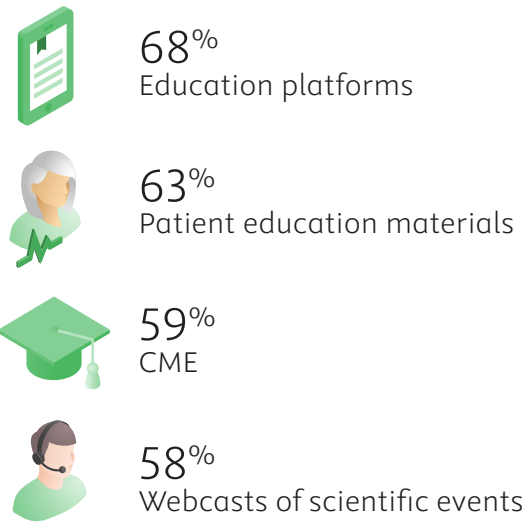
Groups with high influence on educational spending decisions, according to respondents:



Education platforms expected to see future investment

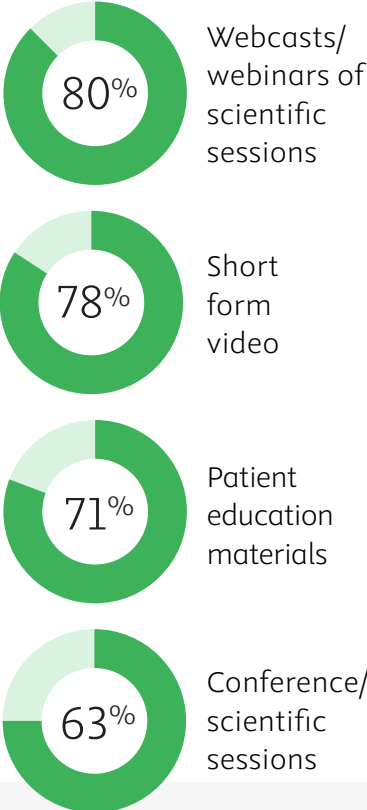
Medical affairs respondents shared their predictions for how educational spending will change in the next 3–4 years.

Percentage of respondents who expect to see increased budgets for:



Webinars are top hosted content type for engaging HCPs

Top hosted content types according to medical affairs respondents:

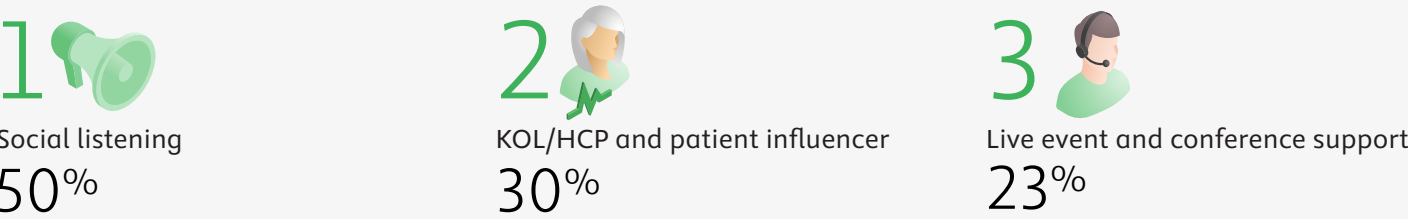


Other types of content respondents host on their portals:

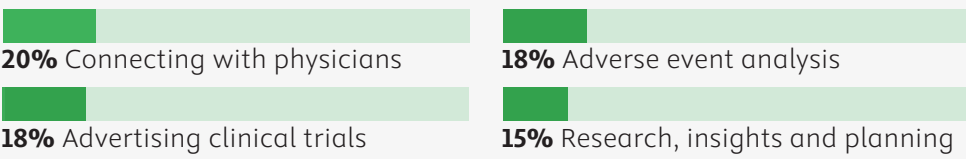


Social listening leads social media activities in 2023

Top 3 social media activities, according to respondents:



Other social media activities happening in 2023:



Contact your sales representative to learn more
www.elsmediakits.com/home/get-in-touch

