

Virtualize healthcare provider & patient engagement

NEXT:

BOLSTER VIRTUAL ENGAGEMENT TOOLS AND STABILIZE OPERATIONS

- Make human roles more digital. New virtual ways of working have impact on talent, expectations, metrics, and more. This includes sales, medical, reimbursement, and account management.
- Make digital more human. Evaluate learnings from this experience on how being more supportive and less focused on pushing content can be sustained.
- Evaluate implications to launches. New constraints and innovations on the engagement model will need to be solidified so that awareness doesn't get muted when new treatments are needed.
- Future proof operations. Call planning, recording, medical engagement tracking, incentive compensation are all impacted by a dramatic ramp in virtual engagement.