

Virtualize healthcare provider & patient engagement

NOW: **REFRAME SUPPORT FOR PATIENTS BASED ON IN-CRISIS NEEDS**

- Get Organized. Create a command center across commercial and medical, defining how to triage incoming requests, roll out solutions and content.
- Listen. Gather on the ground insights from field teams and inbound contacts from HCPs and patients to understand how each is newly impacted.
- Communicate. Provide briefs to field teams on when to engage virtually and how to do so appropriately, with approved messages with empathetic offers of support.
- Simplify. Build the “one -stop- shop” summary of everything a customer might need from you and where to find it – on one page.

NEAR TERM: **CREATE TANGIBLE WAYS TO MAINTAIN APPROPRIATE ENGAGEMENT**

- Be there. For example, create awareness that practices can rely on hub support services further, receive samples digitally, or use the digital disease resources you have for their patients.
- Extend programs. For example, extended working hours to triage COVID-19-specific medical questions or ramping up virtual peer-to-peer programs for HCPs who need to connect.
- Strengthen technology and acumen. Virtual tools are new at scale, so close gaps in things like virtual field engagement features and training.
- Scale new channels. Such as SMS with HCP and patients.
- Prepare content. Create therapeutic area-specific COVID-19 content and expedited review processes.