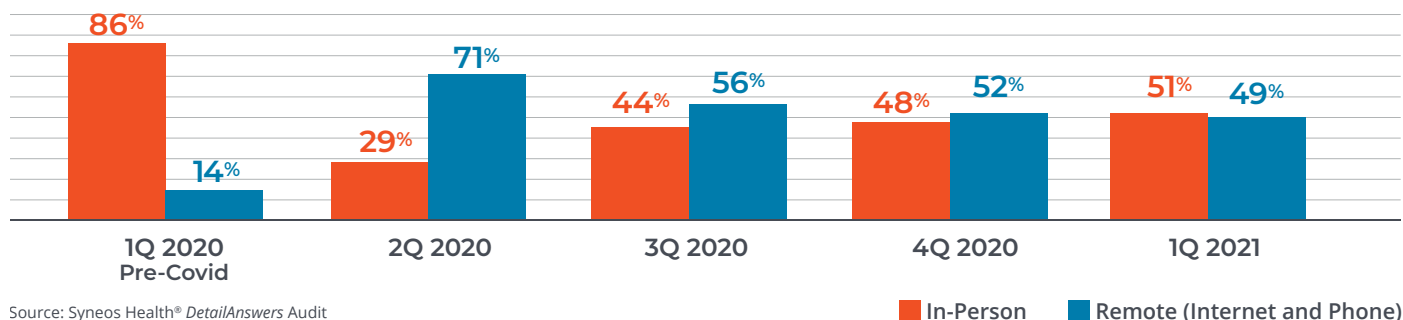


# Measuring the Impact of In-Person vs Remote Detailing

## How AnswerSuite™ from Syneos Health Can Help Inform Your Detailing Mix

The evolving needs of healthcare professionals, due to the Covid-19 pandemic, require biopharmaceutical companies to continually reanalyze and recalibrate detailing mix strategies. According to Syneos Health's DetailAnswers, remote detailing remains high at nearly 50% in Q1 2021 (Fig. 1). In addition, *The Syneos Health HCPs' Outlook on Prescribing Practices and Pharma Promotion 3-Phase Study* demonstrated an increased comfort with e-detailing as a growing number of HCPs consider it "the way of the future" as we enter year two of this new normal.

Figure 1: Percentage of Healthcare Practitioner Detailing by Contact Type



## AnswerSuite: Comprehensive Medical and Promotional Audit Platform

AnswerSuite offers a unified view of your promotional data in one place, making it easier for your team to identify key insights into your detailing strategy.

Using the AnswerSuite platform, with a panel of thousands of healthcare providers and over 30 years of data, we are able to track and analyze:

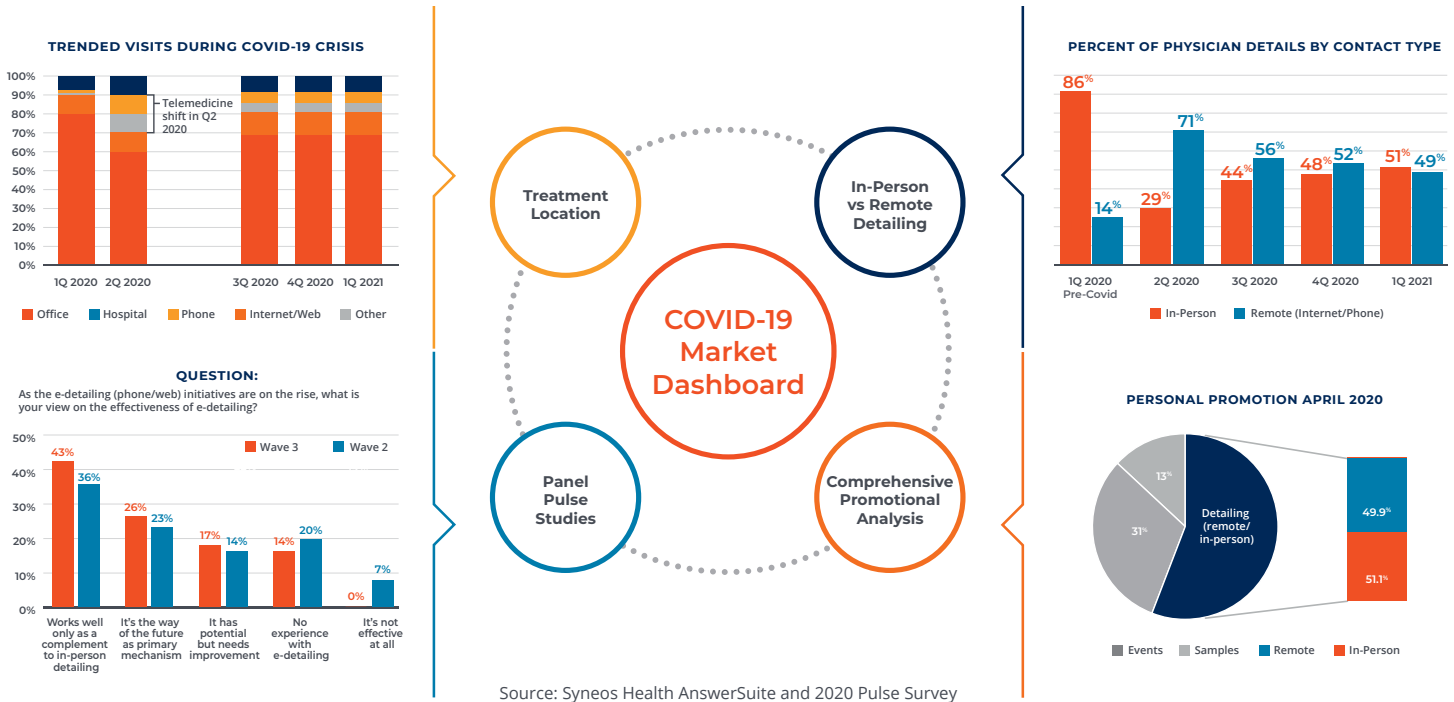
- Intent to prescribe
- Detail rating
- Ease of prescribing
- Calls and details
- Minutes per detail
- Details with samples
- Dialogue vs monologue
- Quality of service
- Detailing message



AnswerSuite from Syneos Health is designed to help you more efficiently optimize your mix of remote and in-person detailing plans, in real time.

## AnswerSuite in Action: Navigating Promotional Activity During the Pandemic and Beyond

A comprehensive analysis of promotional spending, effectiveness of in-person vs remote detailing, and location of treatment, coupled with customized survey feedback, provides you with the ability to anticipate trends and adjust promotional strategy in real time within an evolving market environment. Our COVID-19 Market Dashboard combines AnswerSuite syndicated data with a 5- to 10-minute pulse survey to our HCP panel to provide a custom view of a therapeutic area.



### Want to Learn More? Contact Us

Reach out to one of our AnswerSuite experts for a complimentary report. Contact Gina Barbetta at [gina.barbetta@syneoshealth.com](mailto:gina.barbetta@syneoshealth.com) or Jennifer Brunner at [jennifer.brunner@syneoshealth.com](mailto:jennifer.brunner@syneoshealth.com).

### Syneos Health AnswerSuite™

Brought to you by Syneos Health, AnswerSuite is our proprietary syndicated Market Research Solution that utilizes a panel of thousands of healthcare providers over a 30-year period.

**TreatmentAnswers** monitors patient and HCP demographics, diagnoses, comorbidities and intended drug therapy.

**PromotionalAnswers** tracks and monetizes promotional activities such as detailing, events, ePromotion and sampling. Through partnerships, professional journals and DTC advertising are also tracked.

### ABOUT THE SYNEOS HEALTH INSIGHTS HUB

The Syneos Health Insights Hub generates future-focused, actionable insights to help biopharmaceutical companies better execute and succeed in a constantly evolving environment. Driven by dynamic research, our perspectives are informed by our insights-driven product development model and focused on real answers to customer challenges to help guide decision making and investment.

### ABOUT SYNEOS HEALTH

Syneos Health® (Nasdaq:SYNH) is the only fully integrated biopharmaceutical solutions organization. The Company, including a Contract Research Organization (CRO) and Contract Commercial Organization (CCO), is purpose-built to accelerate customer performance to address modern market realities. Learn more about how we are **shortening the distance from lab to life®** at [syneoshealth.com](http://syneoshealth.com).

