

# New customer-centric commercial model



Moving to meet physicians where they are, on their terms, and through more meaningful interactions

**1/3** pharma execs believe COVID-19 accelerated digital transformation in the pharma sector by five or more years

At the start of the pandemic, digital enablement became a necessity for biopharma and medtech companies, with shifts to completely virtual models almost overnight.

Remote pharma sales meetings  
Jan 2020  
**4,900**



Remote pharma sales meetings  
April 2020  
**316,900**

As they seek greater value in interactions, physicians are requesting:

- Digital patient education
- Education on remote patient care
- Information to help patients access labs, tests, and imaging



The post-COVID opportunity is for the industry to rethink how to **engage** with physicians and how to drive **value** through digital channels and products on-demand, while also being more **compassionate** and **empathetic** to HCP needs

In the next year, **medical affairs** will likely see more investment and more comprehensive, strategic partners to complement its expanding roles and responsibilities

**Social media** is seen in augmenting congresses/conferences and enhancing networking



▶ Learn more at [www.deloitte.com/lifesciencesoutlook](http://www.deloitte.com/lifesciencesoutlook)

**About Deloitte**  
Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. Please see [www.deloitte.com/about](http://www.deloitte.com/about) for a more detailed description of DTTL and its member firms. Deloitte provides audit, consulting, financial advisory, risk management, tax and related services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries and territories, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Deloitte's more than 200,000 professionals are committed to becoming the standard of excellence.

**Disclaimer**  
This publication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively the "Deloitte Network") is, by means of this publication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this publication.

**About Life Sciences and Health Care at Deloitte Touche Tohmatsu Limited**  
The Deloitte Touche Tohmatsu Limited's life sciences and health care (LSHC) industry group is composed of more than 12,000 professionals in more than 90 countries. These member firm professionals understand the complexity of today's life sciences and health care industry challenges, and provide clients with integrated, comprehensive services that meet their respective needs. In today's environment, LSHC professionals from across the Deloitte network help companies to evolve in a changing marketplace, pursue new and innovative solutions, and sustain long-term profitability.

For more information about the DTTL LSHC industry group, email [dttlshc@deloitte.com](mailto:dttlshc@deloitte.com) or access [www.deloitte.com/lifesciences](http://www.deloitte.com/lifesciences).  
©2021. For more information, contact Deloitte Touche Tohmatsu Limited.