

## VEEVA PULSE FIELD TRENDS REPORT

# Treatment Adoption is 40% Faster with Targeted Scientific Outreach

## Engaging digitally savvy, early-career HCPs amplifies impact

Challenging disease states, innovative new medicines, and increasingly complex clinical trials have raised the stakes for new product launches. Breaking through to healthcare professionals (HCP) with new scientific evidence is a core challenge, as they contend with huge volumes of information across disparate channels. How biopharmas communicate scientific evidence is key to maximizing launch success.

Pulse data has shown that pre-launch field medical education [improves treatment adoption by 50%](#). Now, our latest analysis shows that pre-launch investment in scientific outreach beyond field medical, in forums like congresses, has a material impact. In an analysis of U.S. oncology drugs, higher levels of pre-launch scientific activity accelerated treatment adoption by 40%. These findings underscore the quantifiable impact that targeted medical affairs strategies have on launch success.

Read our analysis to learn how pre-launch investment in scientific outreach sets the stage for faster treatment adoption and, ultimately, commercial success at launch and beyond.

Thank you,

**Dan Rizzo**

Global Head of Veeva Business Consulting



## Pre-launch scientific outreach accelerates treatment adoption by 40%

In a study of oncology drugs in the U.S., biopharmas that invested more in pre-launch scientific activities, e.g., congresses, clinical trials, and publications, saw 40% faster treatment adoption than biopharmas that invested less. A robust pre-launch scientific communications strategy optimizes launch success by meeting HCPs and other experts where they are, on their terms.

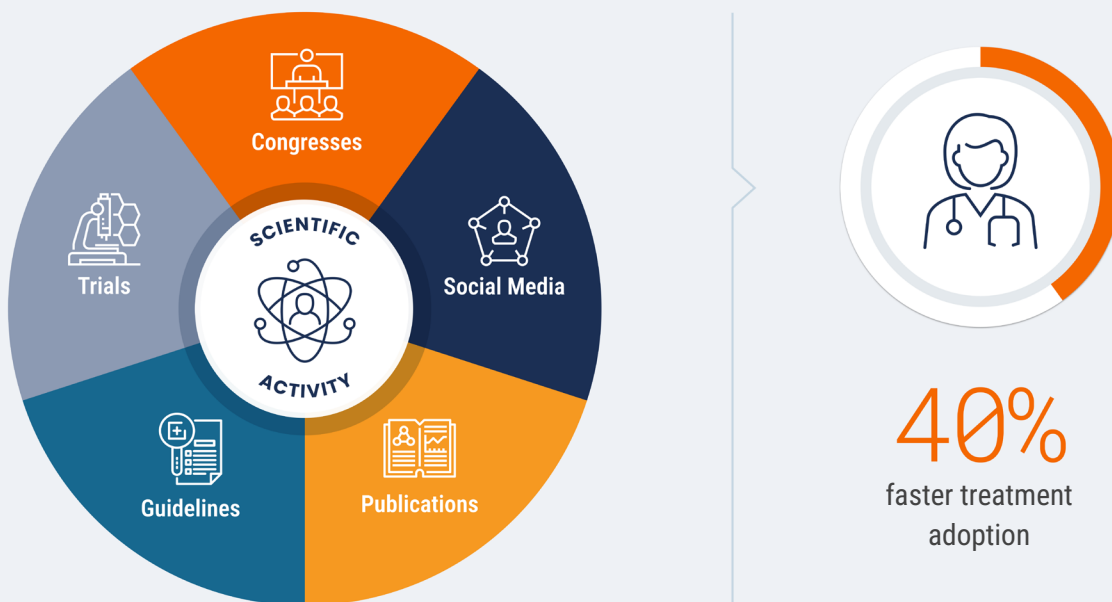
### Defining scientific activity:

Non-promotional medical or scientific initiatives, including congresses, social media activity, publications, guidelines, and clinical trials

Pre-launch field medical education **improves treatment adoption by 50%**.

By connecting medical affairs HQ and field medical activity and **measuring impact** during this critical window, biopharmas can create the best opportunity to influence treatment adoption.

### Impact of Pre-Launch Scientific Outreach



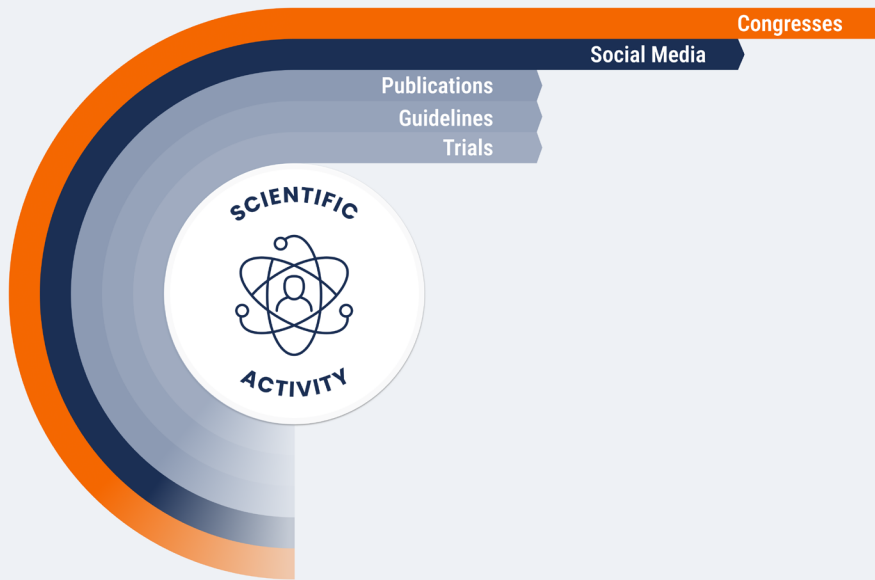
Source: U.S.-based analysis of oncology products using data from Veeva Link, Veeva OpenData, Veeva Compass, and Veeva Pulse, October 2020-April 2024.

## Congress activity has the strongest influence on speed of adoption

Not all channels of scientific activity are created equal – how biopharmas reach experts can have a measurable impact on success. Across the oncology drugs studied, higher investment in congress activities pre-launch most strongly influenced speed to treatment adoption post-approval.

While clinical trials and publications are important foundational elements of scientific communication, the analysis found a much lower correlation between these activities and treatment adoption. Congresses and the digital discussions kicked off by those events (e.g., discussions on social media) create a halo effect that amplifies scientific information. **Deep data** on KOLs and other experts can help medical affairs understand which congresses present the best opportunity to drive scientific engagement.

## Not All Channels Are Created Equal



Higher congress activity has the strongest influence on speed to adoption in oncology

Source: U.S.-based analysis of oncology products using data from Veeva Link, Veeva OpenData, Veeva Compass, and Veeva Pulse, October 2020-April 2024.

## Digitally savvy, early-career HCPs are four times more likely to adopt a new treatment

There is significant untapped potential in early-career HCPs, who are 15 years younger, digitally savvy, and more scientifically active than their peers. The analysis found that these emerging experts are four times more likely to adopt a new treatment.

**“Gone are the days when medical could just focus on the top-tier scientific thought leaders. The range of stakeholders has broadened, and it’s imperative to expand our engagement strategies beyond traditional experts.”**

Angela Smart, Director of Global Medical Excellence and Operations at ADVANZ PHARMA

Deep data on activities like congresses, social media posts, and publications can help identify, prioritize, and engage these experts. Understanding this demographic's digital and scientific behaviors, in addition to investing in the right scientific channels, can maximize treatment adoption.

## Untapped Potential of Digitally Savvy, Early-Career HCPs



4X

new treatment  
adoption



5X

more likely to speak  
at congresses



7X

more likely to be  
published



2X

more likely to participate  
in clinical guidelines



2X

more likely to participate  
in clinical trials



11X

more likely to engage  
via digital channels

Source: U.S.-based analysis of oncology products using data from Veeva Link, Veeva OpenData, Veeva Compass, and Veeva Pulse, October 2020-April 2024.

Biopharmas have an opportunity to maximize launch success by:

- Coordinating the efforts of medical affairs and field medical, including sharing medical insights that improve commercial and clinical decision-making
- Benchmarking investments in scientific outreach, ensuring appropriate resources to support launch strategy, and measuring the ROI of outreach for each disease area
- Using deep data to identify, prioritize, and engage experts with targeted scientific outreach

Reach out to **Veeva Business Consulting** to learn how you can use Veeva Pulse data to achieve data-driven launch excellence.