

How is COVID-19 affecting relationships with MSLS and sales reps

A CE Outcomes survey fielded to specialist physicians on April 15, 2020 explored how communication with pharmaceutical sales reps and MSLS has changed amidst COVID-19 restrictions.
(N = 327 US-practicing specialists)

82%



31%

Prior to COVID-19, 82% of specialists were meeting with sales reps or MSLS. That percentage dropped to 31% in April.

Of the 31% still meeting with sales reps or MSLS via phone and online tools,

75% are meeting less often than before

49% are finding them less useful than before



Why are they not engaging?



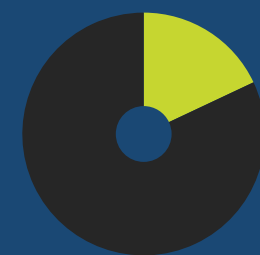
49%

I have not been contacted



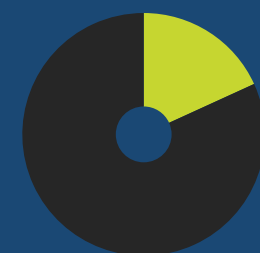
31%

I do not have time



18%

I do not find value if not in-office



18%

Other:

- Not currently allowed
- No need

As the necessity of live interactions are examined, physicians may not have access to the same information as before. What is the role of CME/CE in helping clinicians get the information and education they need?

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