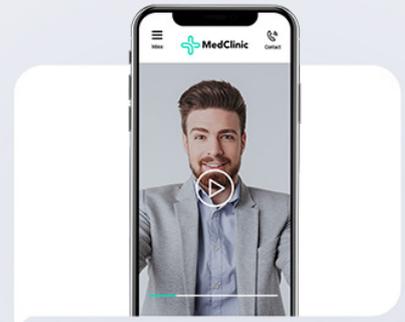
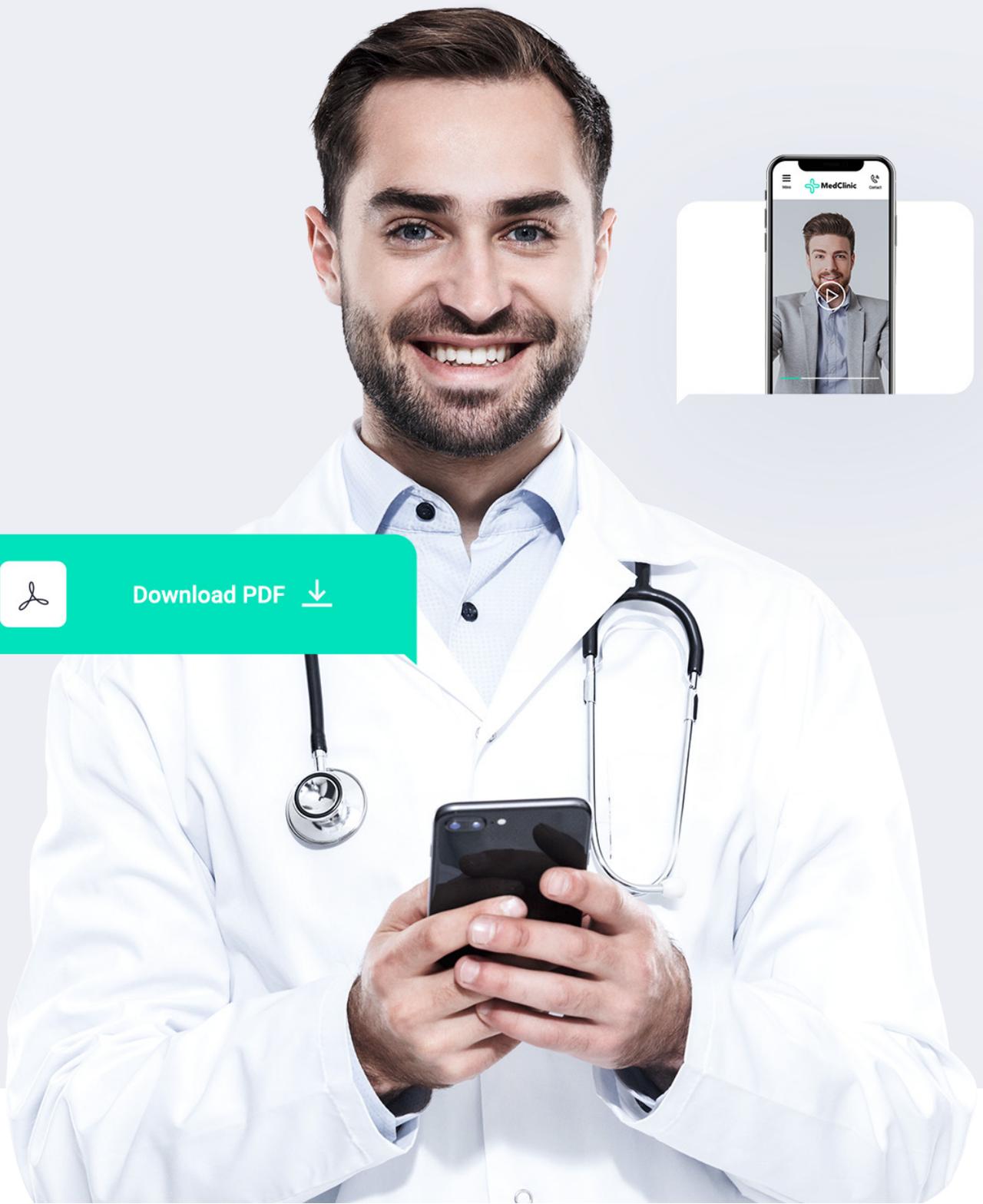




Research on communication methods in the pharmaceutical industry



Download PDF [↓](#)

128

Responses

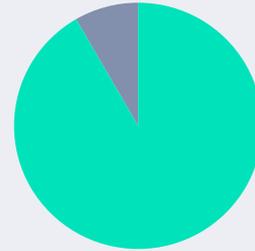
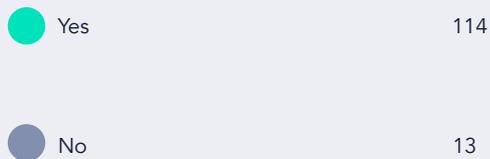
01:37

Average time to complete

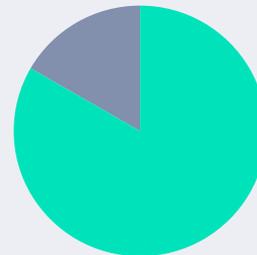
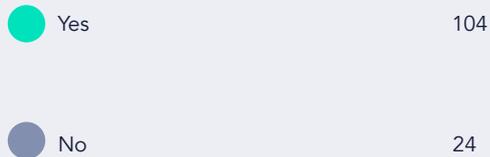
Active

Status

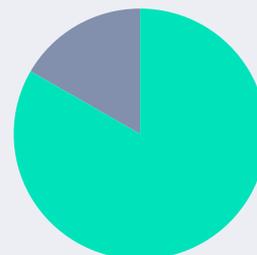
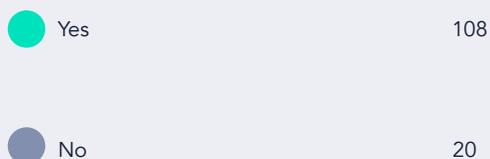
1. Do you think video will help sales representatives in the pharmaceutical industry?



2. Do you think that COVID-19 has permanently changed the work of sales representatives in the pharmaceutical industry?

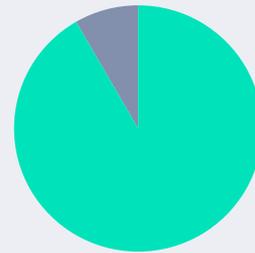


3. Are you looking for new, more effective methods of reaching customers in the pharmaceutical industry?



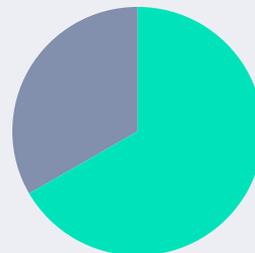
4. Do you think digital is a necessary support for communication between sales teams in the pharmaceutical industry?

Yes	121
No	7



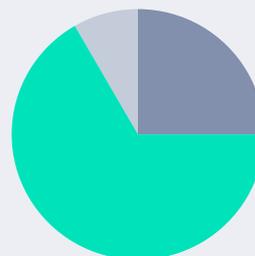
5. Do you think that reaching doctors directly (e.g. via smartphone) will make it easier for sales representatives to achieve sales targets in the pharmaceutical industry?

Yes	79
No	48



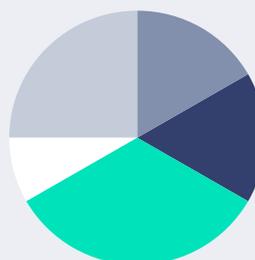
6. Extra question - Do you think the future of digital marketing lies in automation (1), personalization (2), or a combination of both (3)?

automation = no field force	1
personalization = digitally em..	31
combination of both	74



7. Extra question - What is your primary responsibility?

Marketing	26
Digital & IT	21
Management	46
Medical	10
Sales	44



**Do you have
any questions?
Contact Us!**

Igor Gnot

Founder of Highp
+48502309704
igor.gnot@connectmedica.com

Connectmedica

Wołoska 22
02-675 Warszawa, Poland
office: +48 22 8940630

