

Evaluate and Evolve Your Hybrid Healthcare Professional Engagement Capabilities

With the new Hybrid Evolution Index

At IQVIA, we've delivered remote and hybrid engagement solutions to more than 90 life science companies in over 30 countries, for more than two decades. Guided by our knowledge, expertise and best practices, we have created the Hybrid Evolution Index for remote and hybrid HCP engagement.

The index has been designed to assess the maturity of your current levels of HCP engagement within your organization across **seven defined key success factors (KSF)** for remote and hybrid HCP engagement:

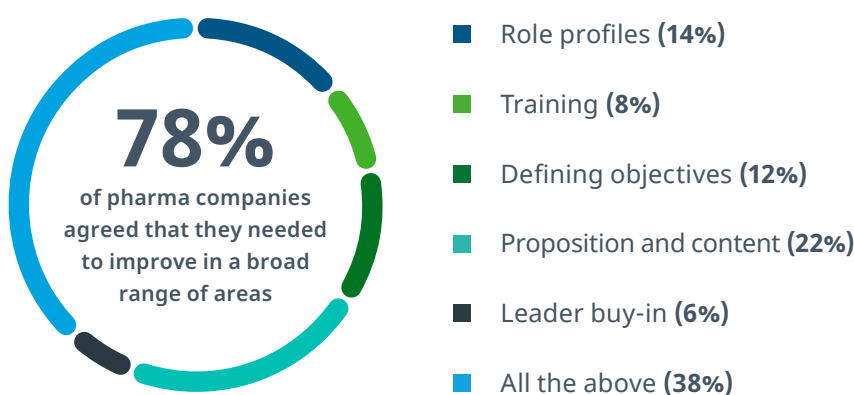
For the best user experience, please open this infographic using Google Chrome or Adobe Acrobat

The seven KSFs for remote and hybrid HCP engagement

Click to reveal

Why is the evolution of hybrid engagement so important?

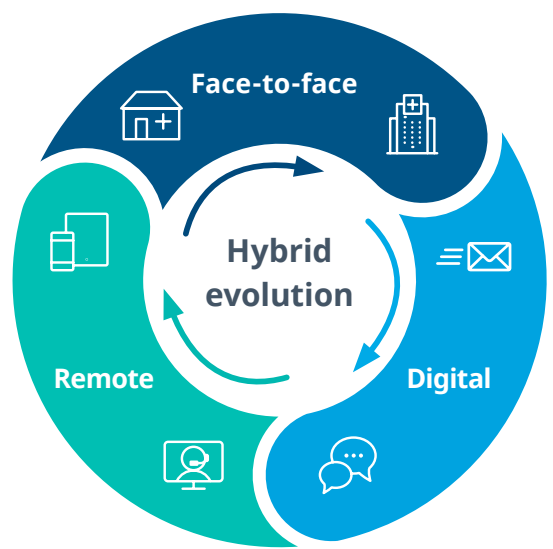
An IQVIA survey in 2021 analyzed HCP feedback to understand how the life sciences industry responded to the pandemic and their views on optimal future engagement. It highlighted that 78% of pharma companies who are adopting hybrid engagement agreed that they needed to improve in a broad range of areas, including:



40% stated that they needed to improve in ALL areas.

While the importance of digital approaches continues to grow, people still play a key part in successful HCP engagement. IQVIA research shows many organizations are currently evolving towards a hybrid approach to HCP engagement, allowing HCPs to maintain the face-to-face engagement they value while still evolving with remote and digital interactions.¹

¹IQVIA. Understand the Impact of COVID-19 on Optimal Healthcare Professional Communication. June 2021. Available at: <https://www.iqvia.com/library/publications/understand-the-impact-of-covid19-on-optimal-healthcare-professional-communication>



The Hybrid Evolution Index addresses your challenges associated with adopting hybrid HCP engagement

The Hybrid Evolution Index enables you to assess, evaluate and evolve your current remote and hybrid HCP engagement strategy. Click on the steps below to learn more.

Click to reveal

The Hybrid Evolution Index is completed through remote interviews with selected senior leaders within your organization, and the questions are based around the seven KSFs. Each question has pre-defined answer options, allowing participant data from the interviews to be aggregated and used to create the final client outcomes report.

What have early results highlighted so far?

While currently lagging behind other sectors, pilot results from the Hybrid Evolution Index conducted in the United Kingdom and Ireland have highlighted that life sciences companies are starting to make progress across a number of key areas in evolving their hybrid models of engagement.

Clear strengths have emerged around people and performance management, with gaps and areas of improvement highlighted within proposition and content and change management, especially with respect to their people. There is an overall need to maintain focus on integrating and advancing seamless technology.



EVALUATE and EVOLVE your hybrid HCP capabilities with the Hybrid Evolution Index

Please contact:

Liz Murray
 Head of Centre for Excellence in HCP Engagement
 Contract Sales and Medical Solutions
Liz.Murray@IQVIA.com

Carrie Evans
 Director of Commercial Transformation
 Centre for Excellence in HCP Engagement
 Contract Sales and Medical Solutions
Carrie.Evans@IQVIA.com

Have more questions?

[Check out our FAQs below to learn more.](#) Alternatively, if you can't find the answer you're looking for, please do get in touch!