

# Where are we now in providing medical information in the digital space?

## A survey of phactMI™ member companies

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### BACKGROUND

Digital technology is revolutionizing many aspects of our world today, including the healthcare arena. Advances in technology in the healthcare environment have expanded the way healthcare providers receive medical information.<sup>1</sup> Digital channels including company-sponsored websites, online chats, and video conferencing are being utilized more frequently to request information about products.<sup>2</sup> Results from a McKinsey & Company medical affairs benchmarking survey showed that 23% of healthcare providers in the United States interact with pharmaceutical representatives digitally, at least once a month.<sup>2</sup> This same survey found that company-sponsored websites are the most preferred type of interaction when it comes to receiving medical and scientific information.<sup>2</sup> As more and more health providers and patients become reliant on technology to fulfill their healthcare needs, the pharmaceutical industry must ensure they are actively equipped with balanced, accurate and easily accessible digital resources to meet this growing demand.

### OBJECTIVE

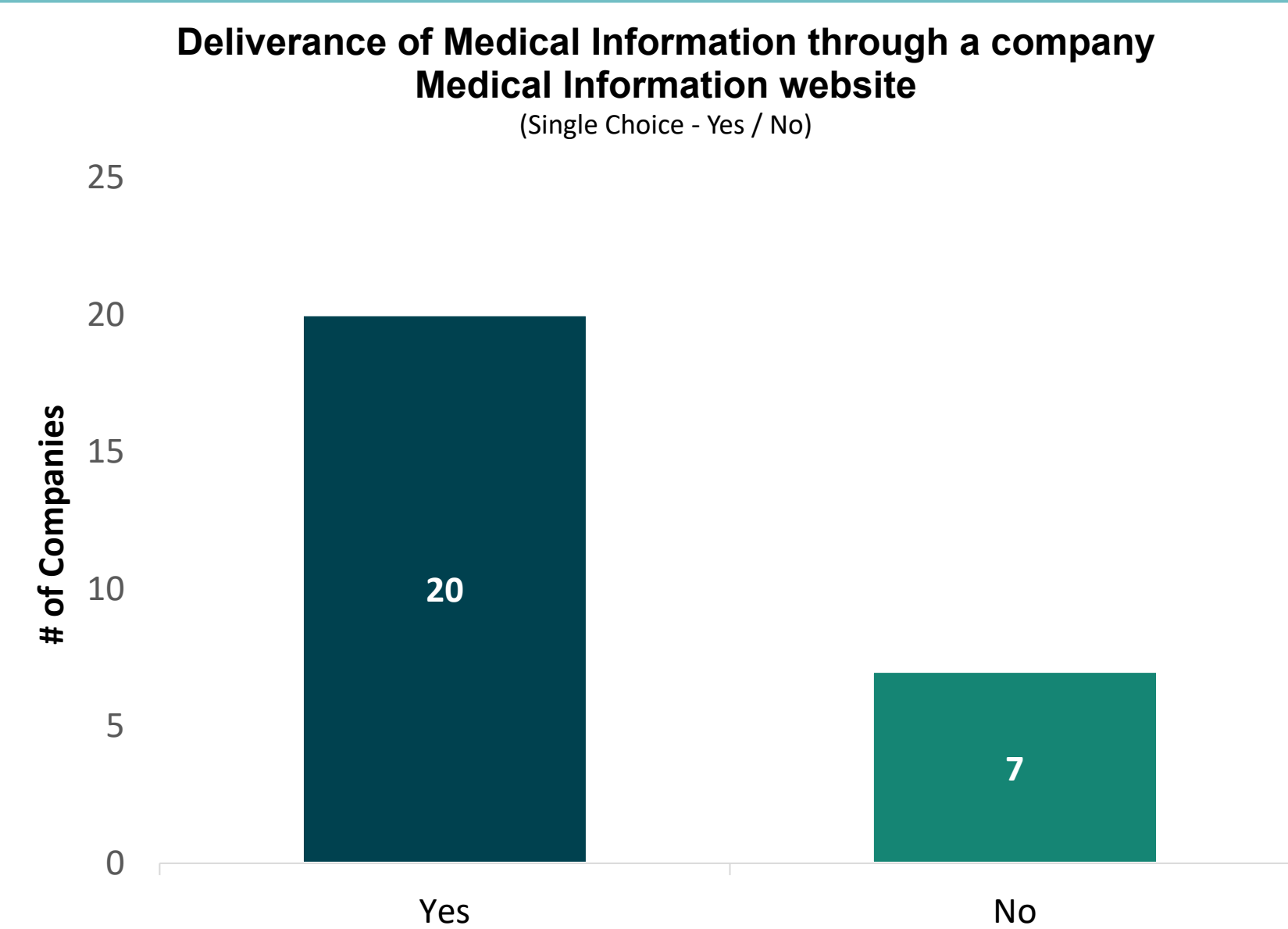
phactMI™ aims to better understand how pharmaceutical companies are disseminating medical information in the digital space. The objective of this survey is to assess the use of technology and websites of 27 Medical Information member companies in the United States.

### METHODS

A 45-question electronic survey was developed by the phactMI™ Benchmarking Committee and delivered to 27 member companies between December 12, 2017 and February 20, 2018. The survey included closed and open-ended questions about the following categories: website, content type as part of a search, functions of website, search engine optimization (SEO), website traffic, internal communications/analytics, and additional technology related questions.

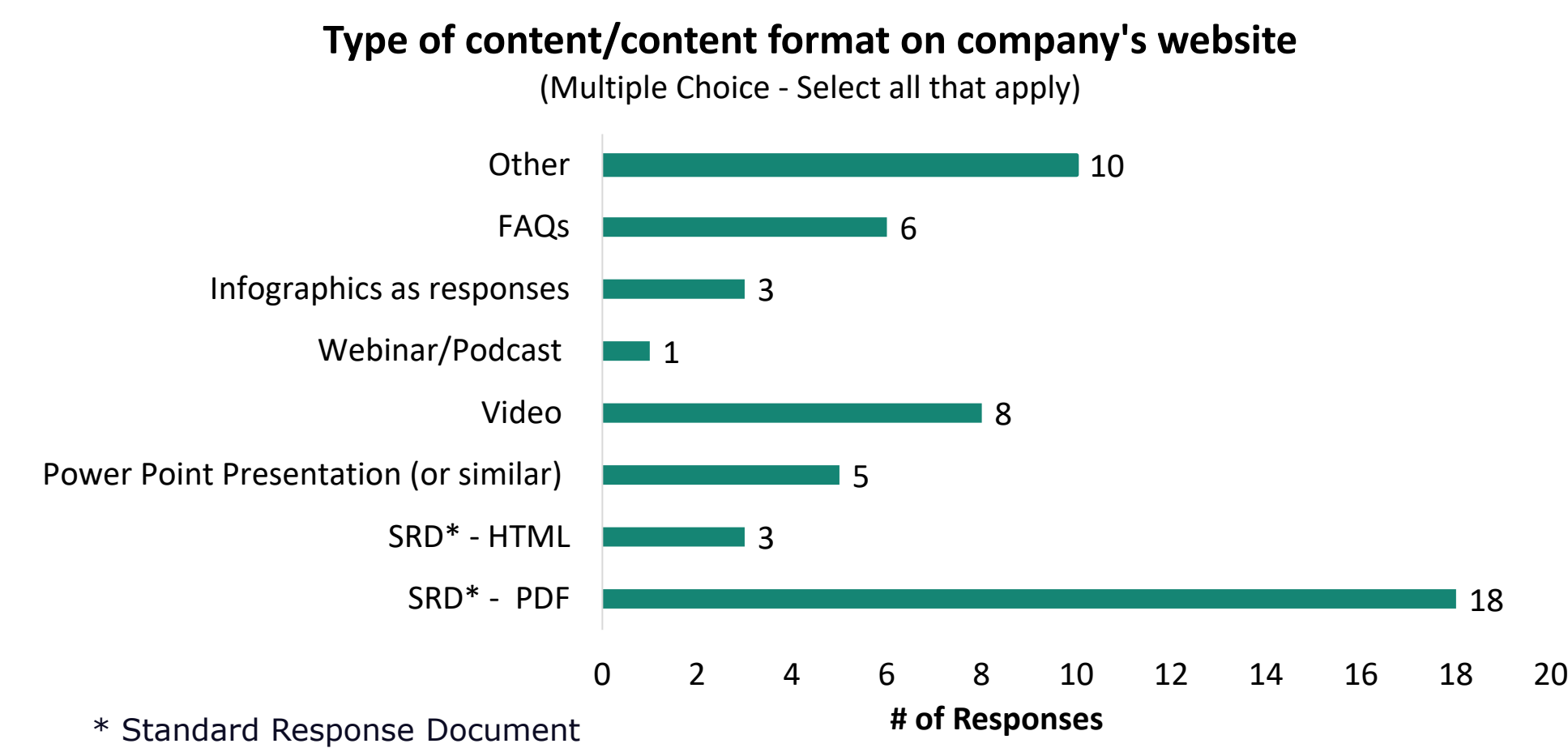
### RESULTS

#### WEBSITE

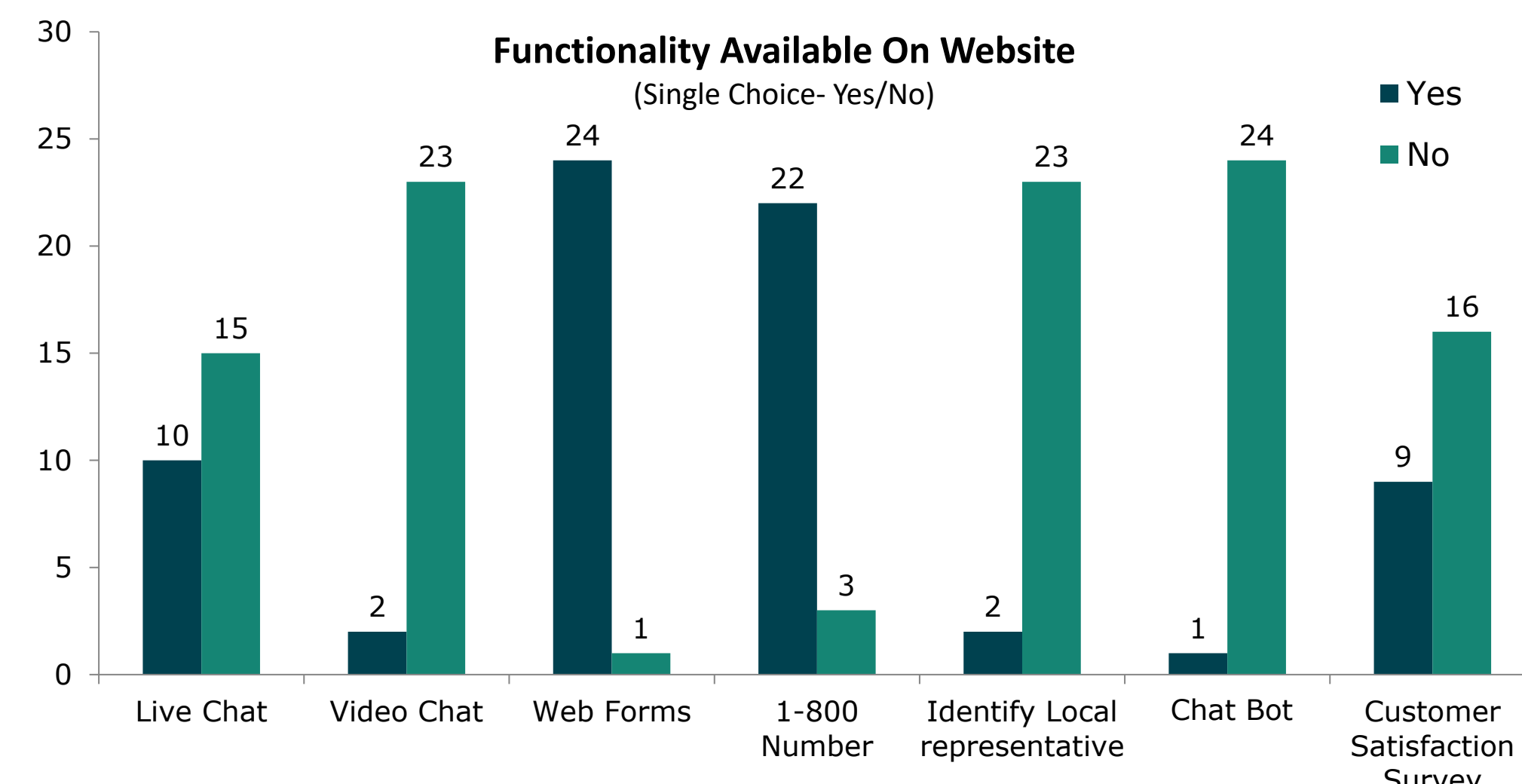


### RESULTS

#### CONTENT

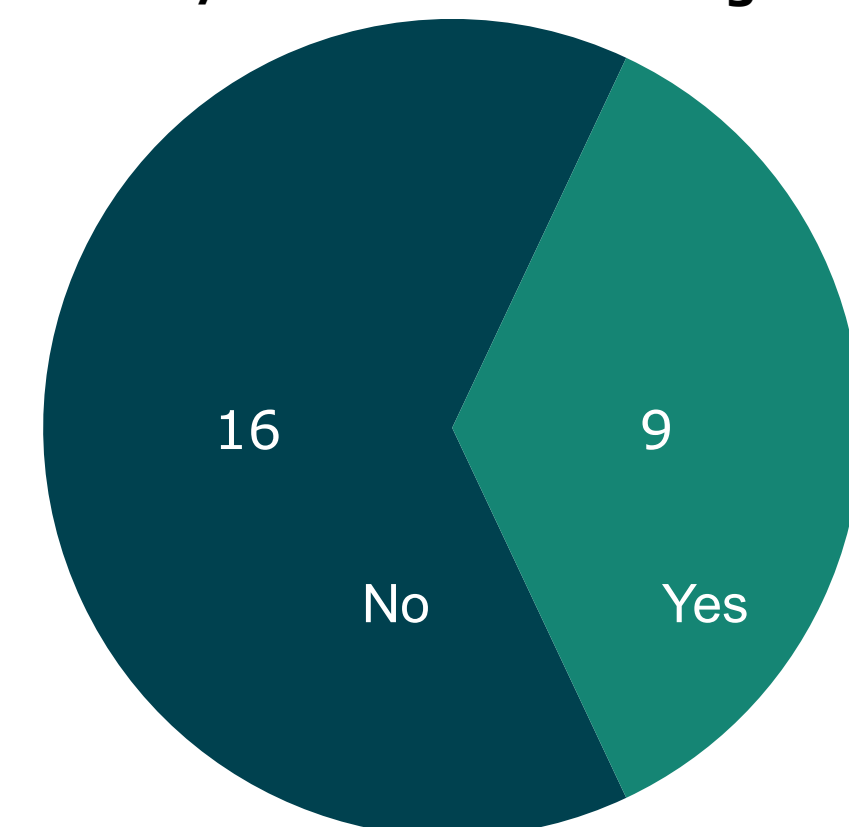


#### FUNCTIONS OF WEBSITE

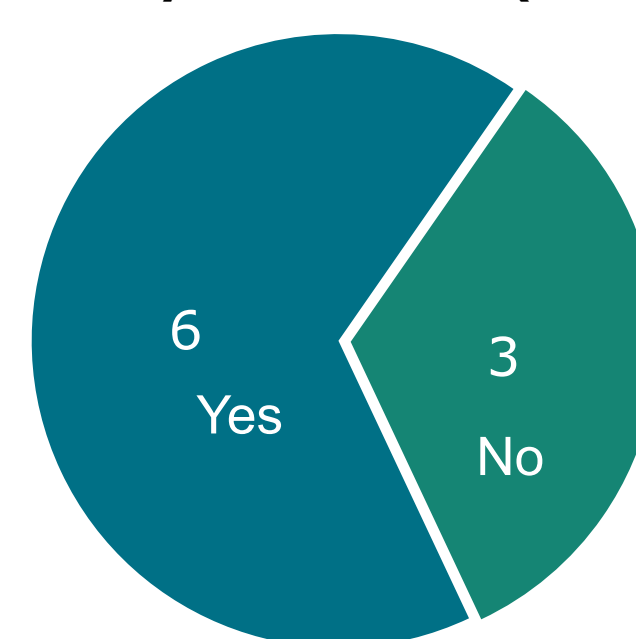


#### SEARCH ENGINE OPTIMIZATION

Is your content searchable through Google and/or other search engines? (n=25)

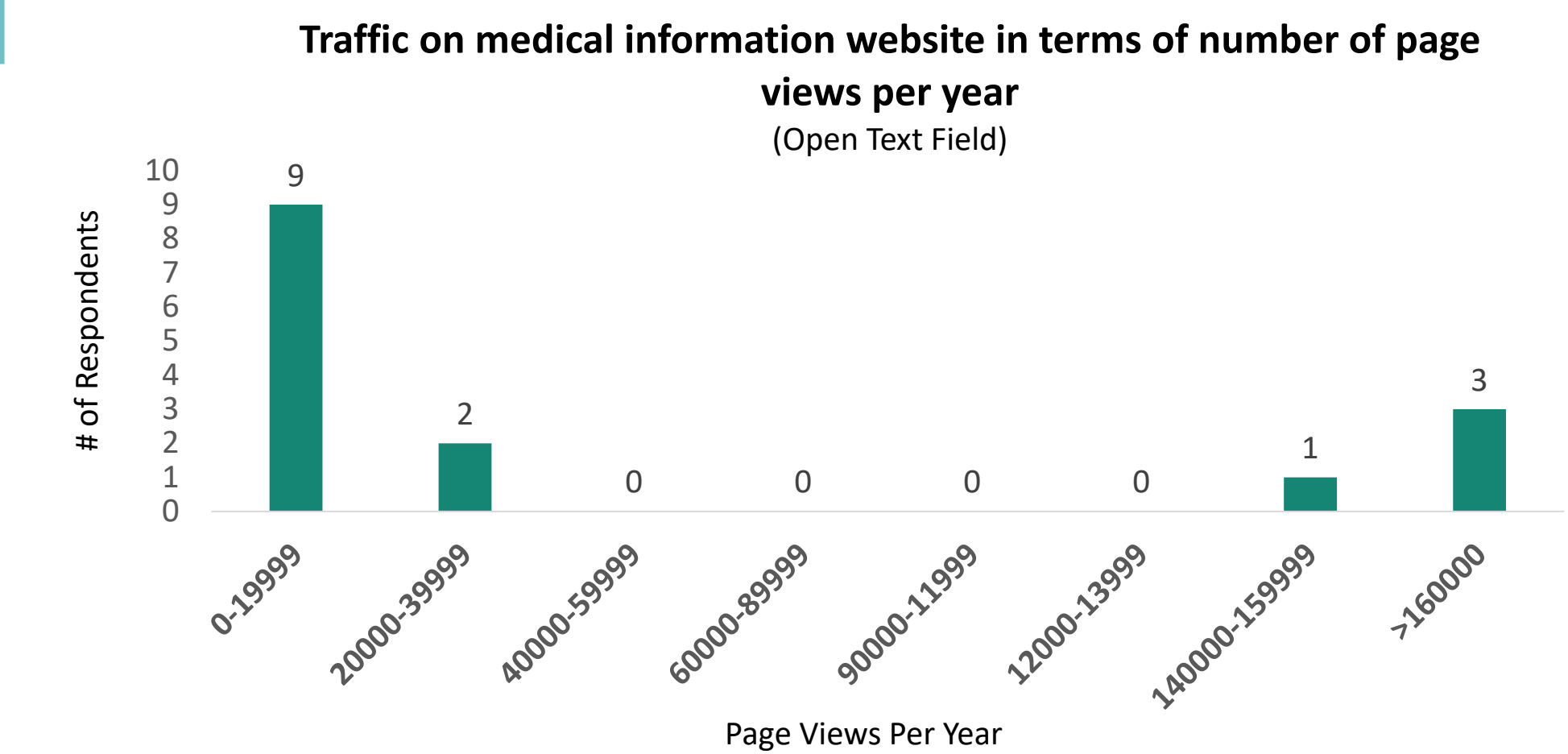
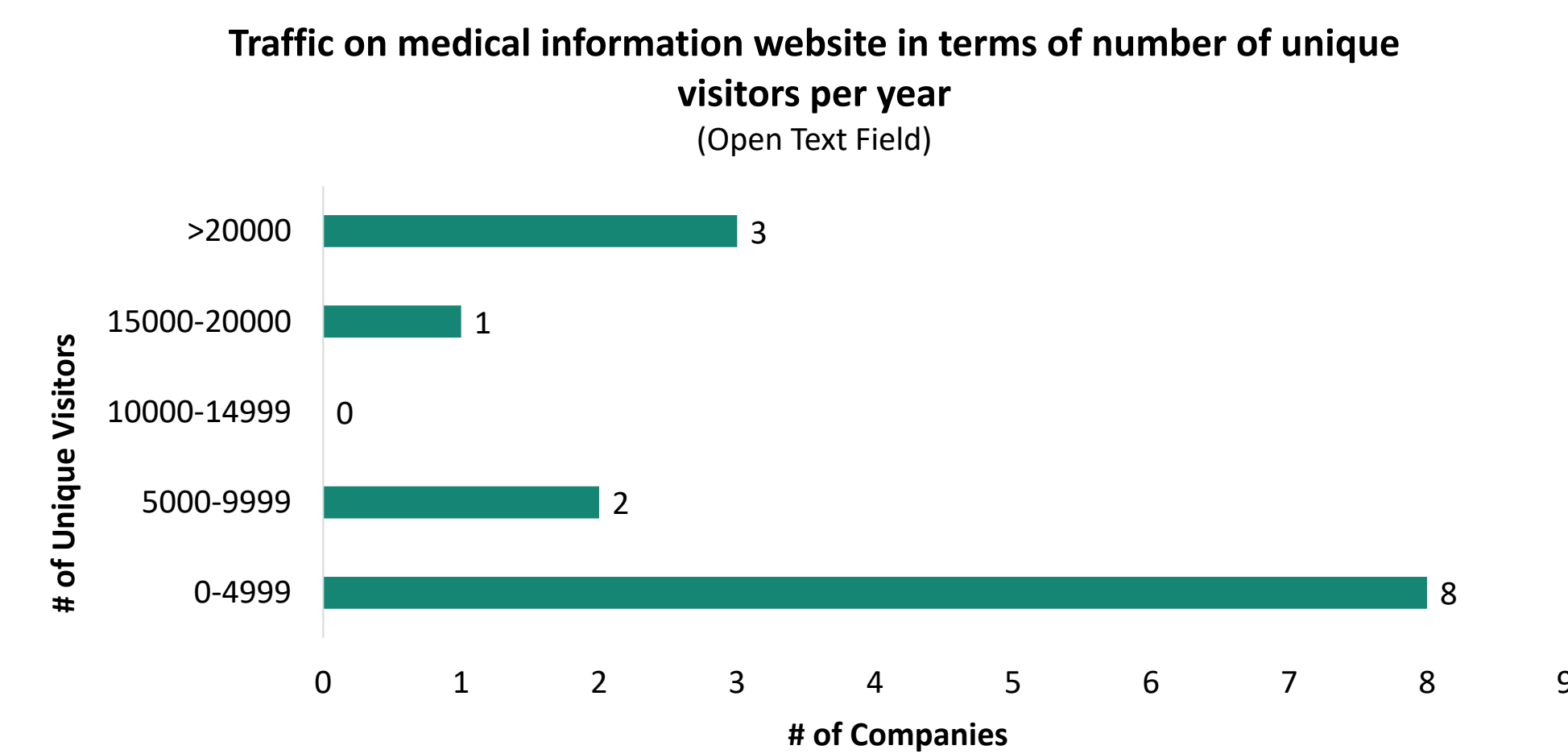


Are you tagging content\* on your website? (N=9)

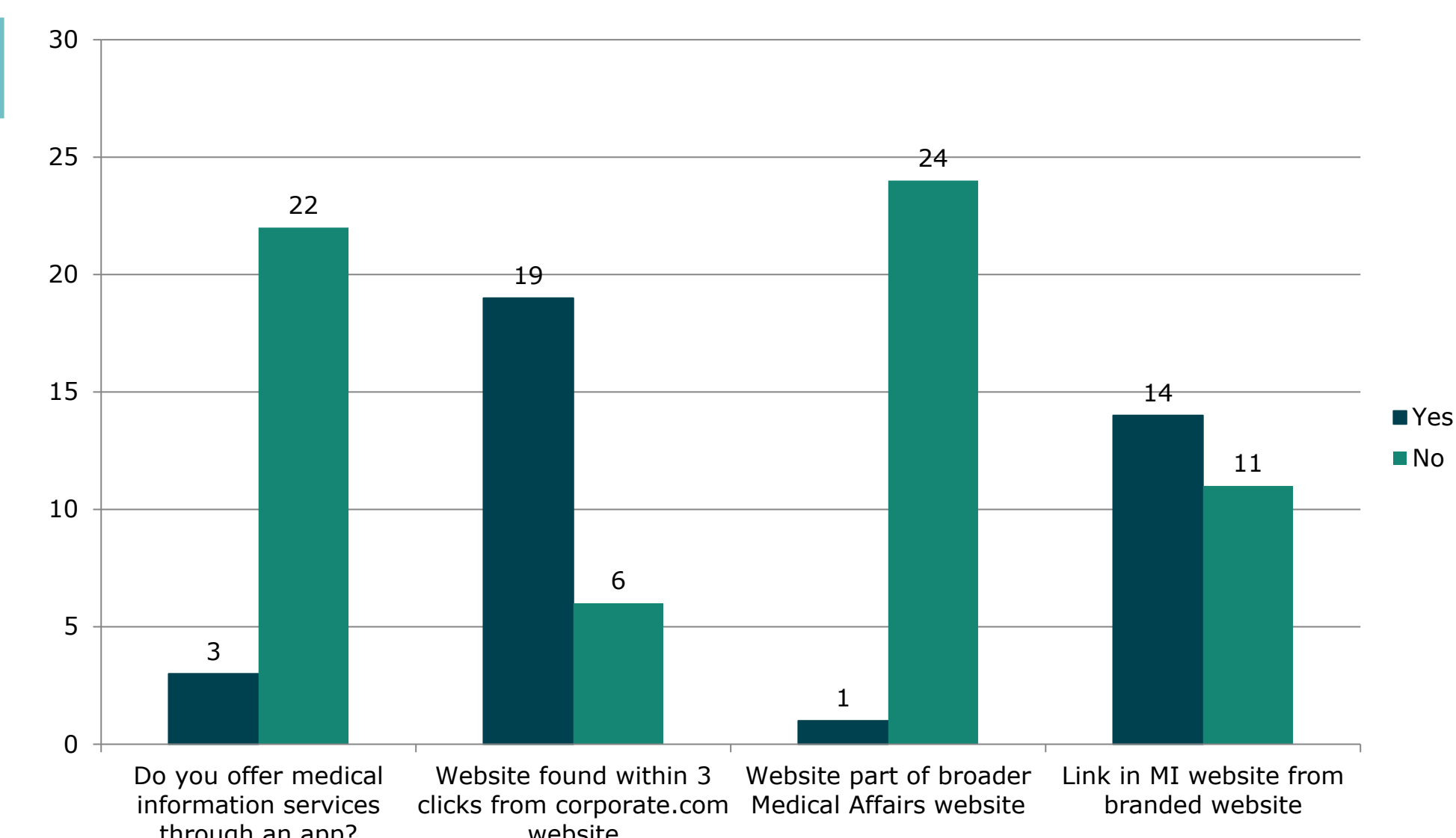


\* keywords, SRDs, Pis, etc.

#### WEBSITE TRAFFIC

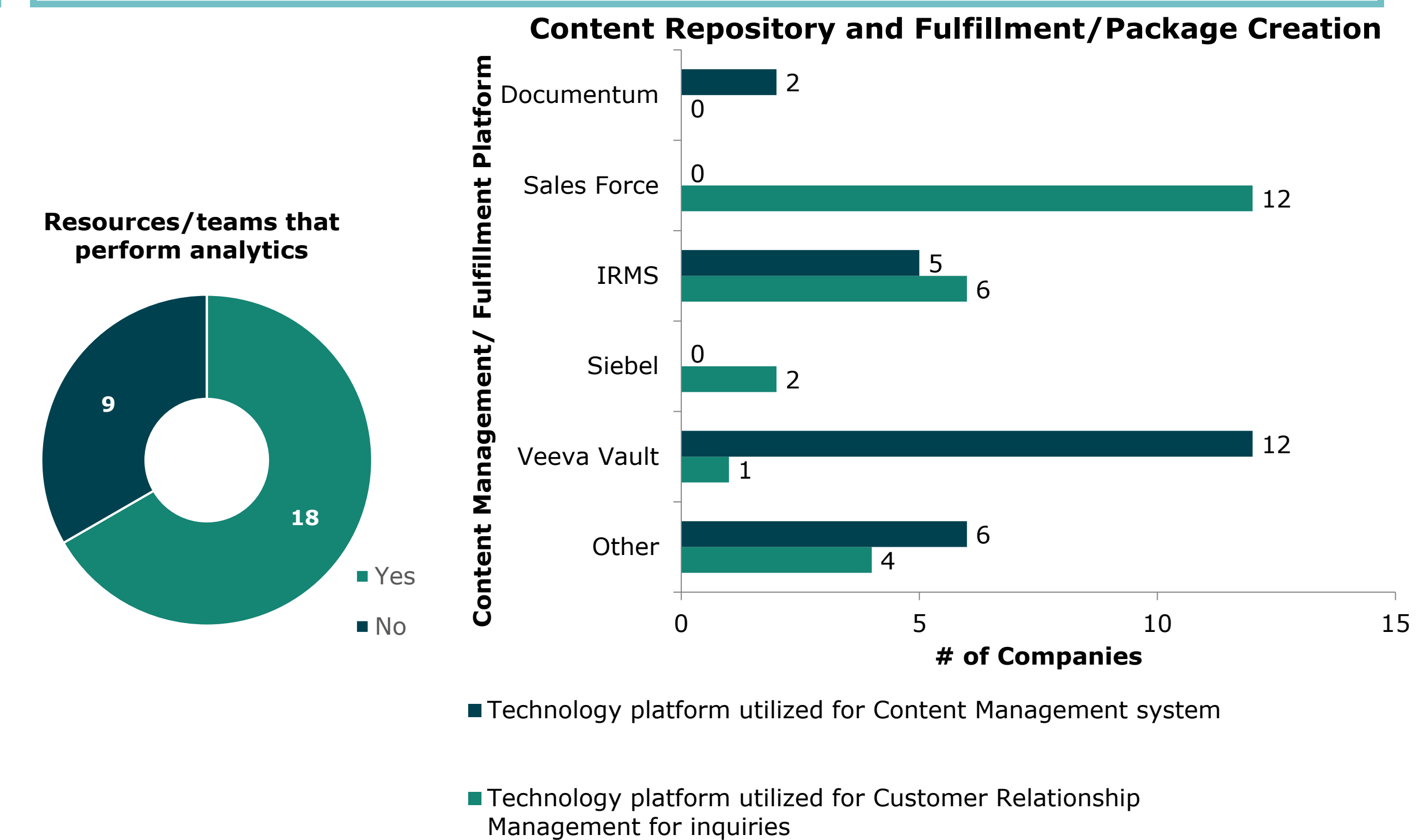


#### OTHER



### RESULTS

#### ADDITIONAL TECHNOLOGY



### DISCUSSION

While most of the member companies have an MI website, there is room for improvement in the content and innovative formats availability (i.e. infographics, videos, presentations, webinars, etc). A most significant room for improvement could also be indexing the medical content. Most of the content being searched through websites is in PDF format which is not optimal. Websites appear to optimally feature webforms, contact us, and a customer satisfaction survey. However, features such as chatbot or video chat are much less featured. Across most member companies, there is room for improvement in increasing website traffic, indexing and search engine optimization efforts.

Other technology related features vary across member companies, some using word clouds, others utilizing tableau for internal insights reporting. Similarly, member companies appear to be using different technologies for inquiry and content management where Veeva CRM and Salesforce.com are mostly used.

### REFERENCES

- Biesdorf S and Niedermann F. Healthcare's digital future. McKinsey & Company Healthcare Systems & Services. July 2014.
- Evers M, Hartmann J, Pradel C, et al. How pharma manufacturers can enhance their medical information teams. McKinsey & Company Pharmaceutical & Medical Products. May 2018.