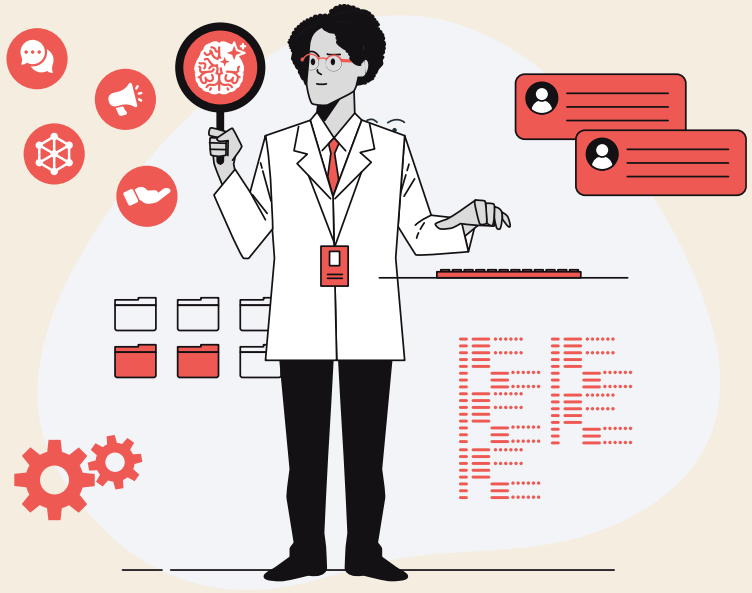
Swiss Pharma Report 2025: Transform Your Physician Engagement Now

Data-driven insights from 466 physicians, 29 sales representatives, and 12 top executives providing practical recommendations to shape the future of HCP engagement in Switzerland



2025

What's Inside the Swiss Pharma Report 2025

Three perspectives, one goal: Discover groundbreaking insights into stakeholder expectations and unlock untapped opportunities and practical suggestions to drive your success in physician engagement

Physicians' Perspective

- ✓ AI Potential in Medical Practice Work
- ✓ Professional Challenges in Medical Practice
- ✓ Physician Information Requirements and Consumption Patterns
- ✓ Professional Journey Events: From Push to Pull Communication
- ✓ Channel Preferences Between Digital and Personal Contact
- ✓ Pharma Visits: Reception Practices and Quality Perceptions
- ✓ Trust Development Between Industry and Physicians
- ✓ Summary Analysis: The Physicians' Perspective

Pharmaceutical Representatives' Perspective

- ✓ AI in Pharmaceutical Sales: Harnessing Technology to Empower Representatives
- ✓ Sales Force Roles Between Tradition and Transformation
- ✓ Communication Methods and Their Effectiveness
- ✓ How Pharmaceutical Representatives Manage Omnichannel in Daily Practice
- ✓ Summary Analysis: The Sales Representatives' Perspective

Pharma Top Executives' Perspective

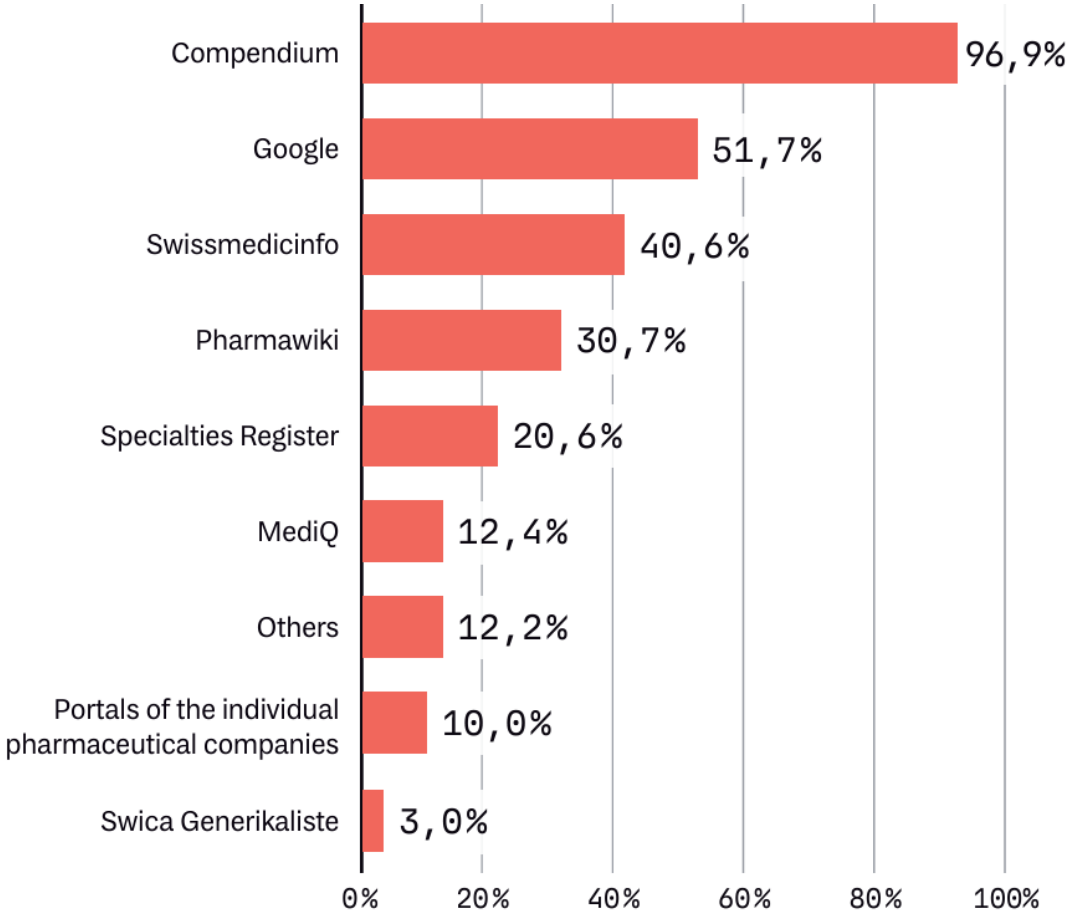
- ✓ AI Strategy in Pharma: Balancing Efficiency and Future Potential
- ✓ Communication Channels and Content: What Physicians Want vs. What Pharma Delivers
- ✓ Status and Results of Omnichannel Implementation
- ✓ Future Role of Pharmaceutical Sales and Trust Building
- ✓ Summary Analysis: The Top Executives' Perspective

Practical Implications

- > What to Share?
- > Where to Engage?
- > When to Engage?
- > How to Enable?

Channel Reality: 96.9% of Physicians Use Compendium - Are You There?

The report reveals one dominant platform that nearly every Swiss physician uses regularly - while most pharma companies invests heavily in proprietary channels and focus elsewhere



Discover where Swiss physicians actually seek information

- Which information sources physicians prefer for different needs
- How different communication channels perform among different physician groups
- Explore surprising disconnects between channel investments and physician preferences

Gain practical recommendations for optimizing your digital-personal channel mix – discover why getting this balance right is more critical than ever

Learn why traditional push marketing is losing effectiveness – and how pull engagement creates lasting value

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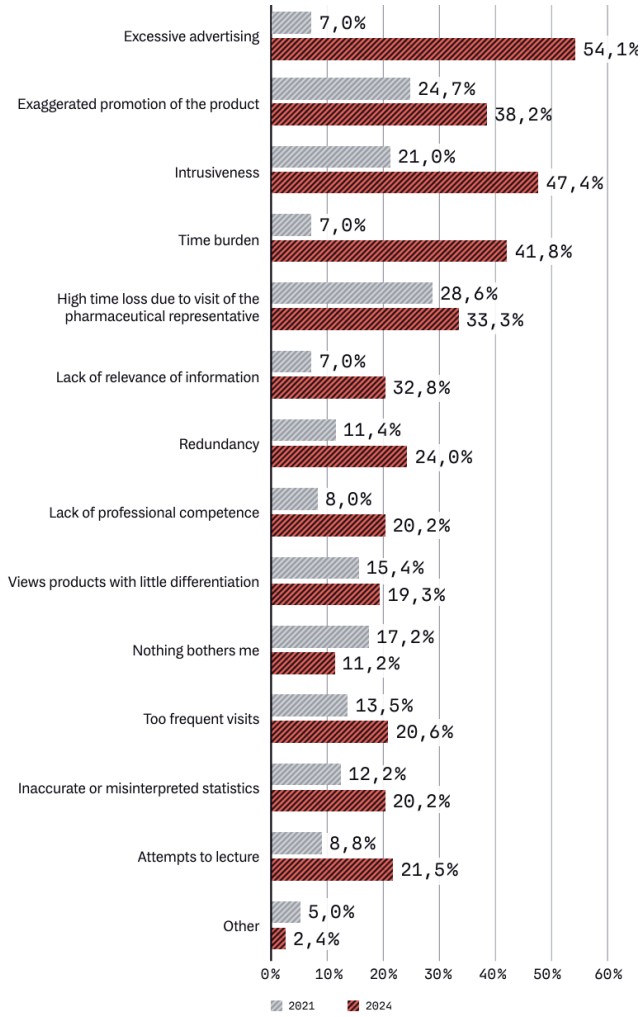
Future of Pharma Sales & AI: Physician Preferences & Stakeholder Views

Discover key physician-driven criteria that make or break representative appointments - and where AI is creating unexpected value in clinical practice and pharma engagement

- **Uncover the dramatic shift in what bothers physicians most about pharma visits**
- **Leverage exclusive insights into physicians' unexpected AI acceptance and Swiss pharma's AI maturity levels to identify untapped opportunities**
- **Get clear opportunities and practical recommendations to:**
  - To redefine the field force role by aligning executive and sales representative vision with front-line realities
  - Transform your business and field force for the AI era - without losing the human touch
  - Optimize administrative efficiency while enhancing physician relationships
  - Build an AI strategy that aligns with actual field force and physician needs



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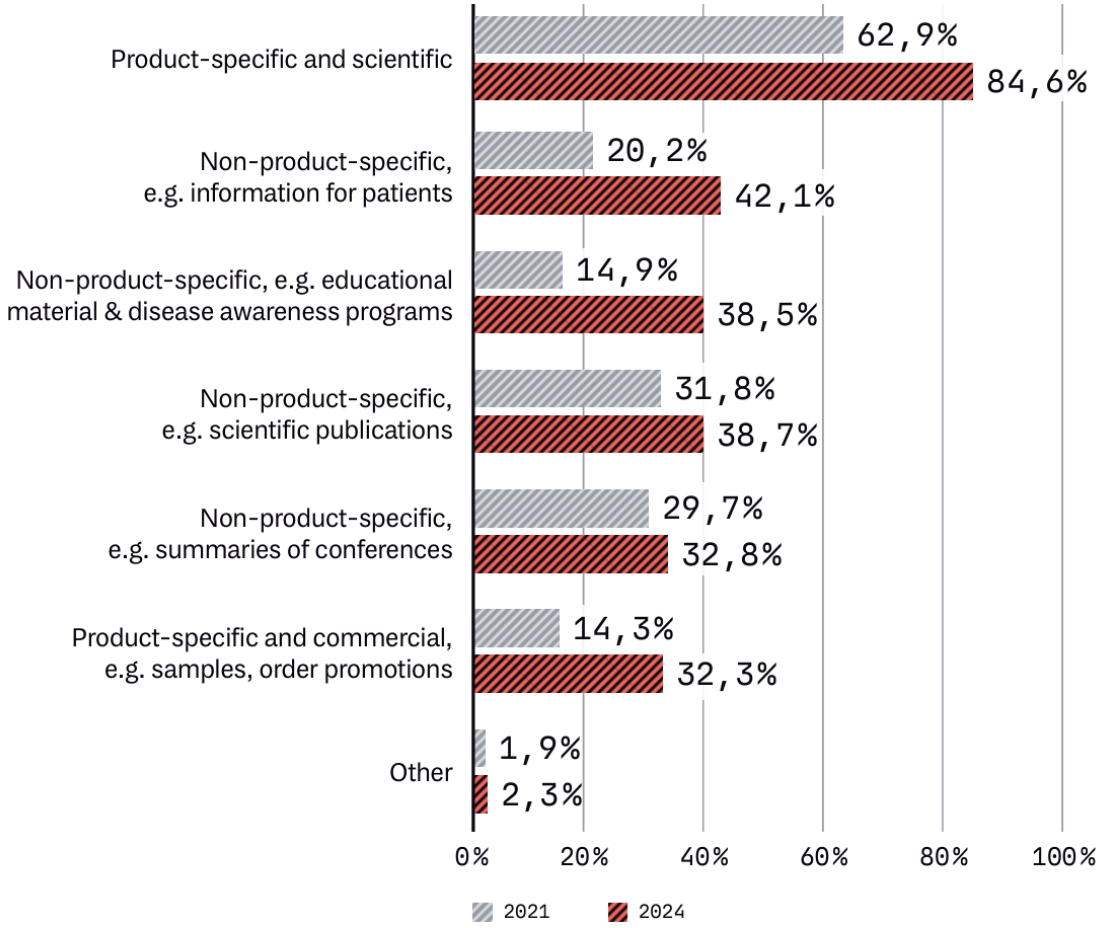
Content Insights: The Rising Star in Physician Information Needs

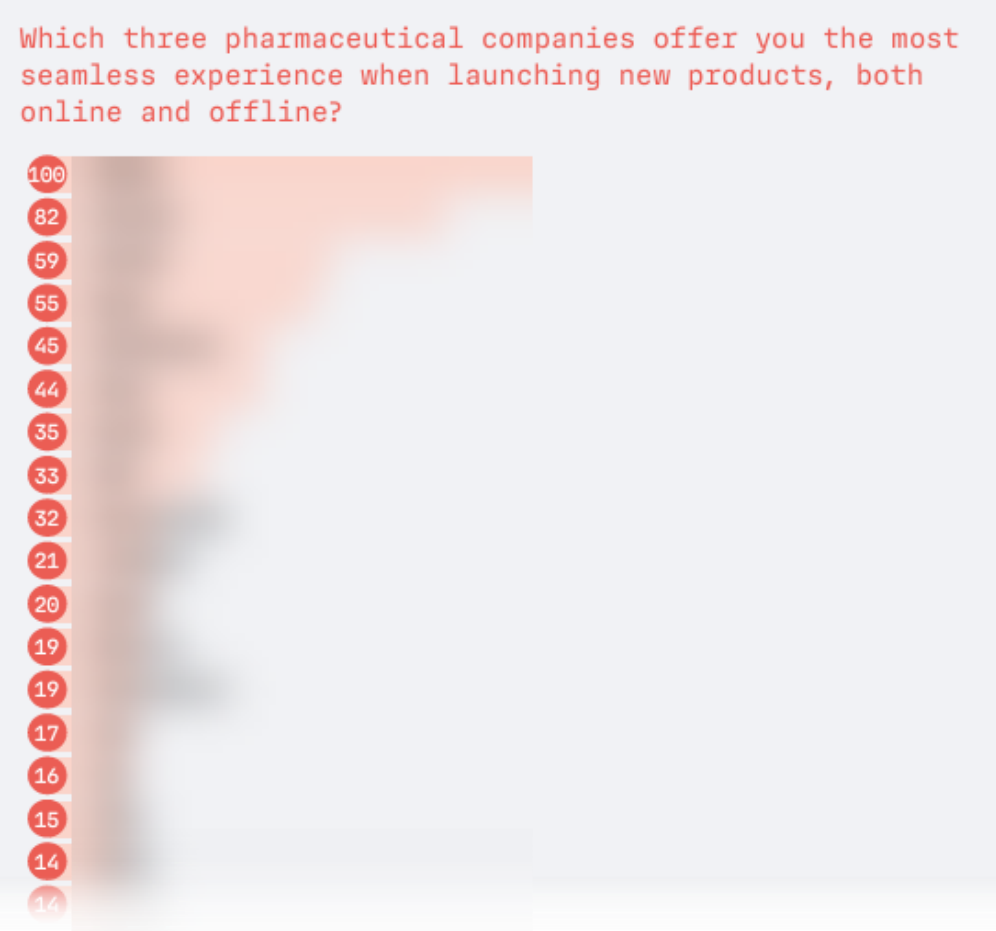
The content category "information for patients" has more than doubled in physician demand since 2021



- **Discover critical insights about physician content preferences**
  - The content types physicians consider most valuable for their practice
  - What interest physicians most in connection with medicines
  - Where the largest content gap appears and pharma companies are over-investing
- **Understand what content your physicians really want – and stop creating what they don't need**
- **Get clear opportunities and data-driven recommendations to optimize your content strategy**

Omnichannel Excellence in Product Launches

Where does your company stand?



Is your company among the omnichannel frontrunners in product launches?

- Discover how physicians rated 27 pharmaceutical companies on their seamless omnichannel experience
- Find out what factor the top performers have in common

Order the Swiss Pharma Report now and start 2025 with game-changing insights that will transform your market approach. Orders include access to exclusive strategy workshops.

Contact me for an offer

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... or visit the website for more information

www.swisspharmareport.ch

The three partner companies growpal, docbox and elaboratum contribute their complementary expertise to the report

Growpal is an ecosystem builder & consulting company in the healthcare sector. We support companies in business development & innovation through our network & collaboration with an active startup & innovation ecosystem.
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With over 12,500 members, Docbox operates the largest network of doctors in Switzerland. Docbox provides intelligent tools and services for various players in the healthcare sector. Popular services include hospital communication, pharmaceutical communication and emergency service planning
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elaboratum are experts in digital and omnichannel transformation with a focus on sales and marketing. We offer holistic strategic and operational consulting on digitalisation, online and omni-channel sales using our innovative behavioural economic framework PsyConversion®.
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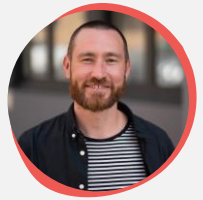

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