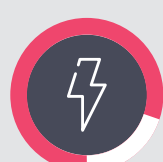


NAVIGATING THE CRISIS: INSIGHTS INTO PHYSICIANS AND MARKETERS' NEEDS



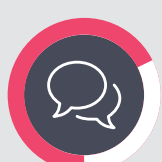
COVID-19 – Physicians need information more now than ever

Statistics taken from recent research by Skipta into their verified HCP members needs during COVID-19 pandemic



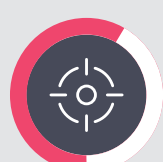
78%

want to receive information on COVID-19 patient care, including best practices and lessons learned



67%

agree that it is very important to receive updates on treatments and clinical trials for COVID-19



52%

want to be targeted with information about telemedicine – patient experience, policy changes, and reimbursement



31%

are testing patients for COVID-19

COVID-19 – Impact on pharma marketers

Pharma marketers are worried about the loss of revenue due to cancelled events



48% of Marketers find events and conferences more effective than email marketing



Large brands in global settings confirmed that they are seeing up to **60% Reductions** in revenues due to the coronavirus outbreak

How Skipta Helps



Are you are worried about the potential loss of revenue due to cancelled events and conferences?

Reach your healthcare target audience where and when they are the most engaged!

Physicians have been flocking to Skipta amid the COVID-19 epidemic:



330% increase in traffic



670% increase in unique HCP visitors



Don't miss out on meetings with your physicians, take advantage of **Skipta Gather** – a virtual research session with the physicians you need to get in front of –



Virtual sessions are conducted over a set period of time – physicians can take part at a time that fits in with their busy schedules –

Skipta Gather provides a safe, secure way to hold virtual market research sessions – enabling you to:



Reach your target audience without the need to travel or meet in person



Conduct online, virtual research sessions with your specifically chosen, verified physicians



Target and select the right participating physicians using your predetermined research objectives