



# 2022 Canadian Medical Information Benchmarking Survey



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# Survey Background

- In 2021, the PVN-MI network organized a series of two workshops focused on Medical Information in Canada.
- It was decided that a Canadian Medical Information Benchmark Survey would be beneficial to understand the current Medical Information landscape with respect to inquiry management and technology.
- A volunteer working subgroup was formed in Dec 2021 to develop the *Canadian Medical Information Benchmark Survey*.
- The subgroup comprised 5 individuals working in Medical Information across the pharmaceutical industry in Canada.



- A preliminary draft survey was sent by email to member companies in January 2022 for their comments.
- Based on the comments received, the final survey was developed and emailed to member companies in March 2022.
- For historical reference, the survey was conducted during the COVID-19 pandemic.

# Objectives

- Find out how often Canadian HCPs and patients/consumers contact pharmaceutical companies in Canada for medical information
- Assess the variety of channels available in Canada for inquiries from HCPs and patients/consumers
- Determine how frequently HCPs access medical information websites in Canada
- Measure how often HCPs and patients/consumers in Canada use the channels available to them



# Survey Methodology

## Survey Development

- 25 questions regarding: 1) Requests from HCPs, 2) Requests from patients/consumers, 3) Medical Information websites, and 4) Medical Information awareness activities
- Asked questions retrospectively for 2021 calendar year metrics.

## Response Rate

- 17 pharmaceutical companies in Canada were invited to participate in the survey (100% response rate).

## Survey Administration

- Qualtrics was used to administer the anonymous survey.
- A survey link was sent in March 2022 by email to one person/company in order to avoid duplicate reporting.
- Survey was open for a 2-week period (March-April 2022)
- A reminder email was sent towards the end of the 2-week period to encourage respondents to complete the survey.
- It was anticipated the survey should take < 30 minutes to complete.
- Questions on the survey did not collect information on any company name or any individual affiliated with the company.

# Survey Methodology

## Analysis and sharing the survey results

- Results were collected and analyzed in an aggregated fashion
- Aggregated survey results will be shared with the PVN-MI Network members and may potentially be published and/or presented at various conferences/congresses.
- Results may also be shared with key stakeholders to advocate for improved accessibility of Canadian Medical Information services.

## Definition of a Medical Information Inquiry for this survey

- Include but are not limited to questions on drug efficacy & safety, dosage & administration, clinical & scientific data, disease state, pharmacology, pharmacokinetics, chemistry, storage, stability, ingredients, packaging, appearance, travel, temperature excursions, availability, formulary coverage, availability of customer support and patient assistance programs.
- Medical information provided by patient support programs (PSPs) falls outside the scope of this survey.

# Participating Companies

AbbVie

Amgen

AstraZeneca

Bayer

Boehringer Ingelheim

Eli Lilly

EMD Serono

Gilead

*Thank you  
to all the  
survey  
respondents*

GlaxoSmithKline

Janssen

Merck

Novartis

Novo Nordisk

Paladin

Pfizer

Roche

Sanofi



# HCP Requests for Information



# Medical Information Service – Direct and/or Vendor

**Vendor**  
(External Service)

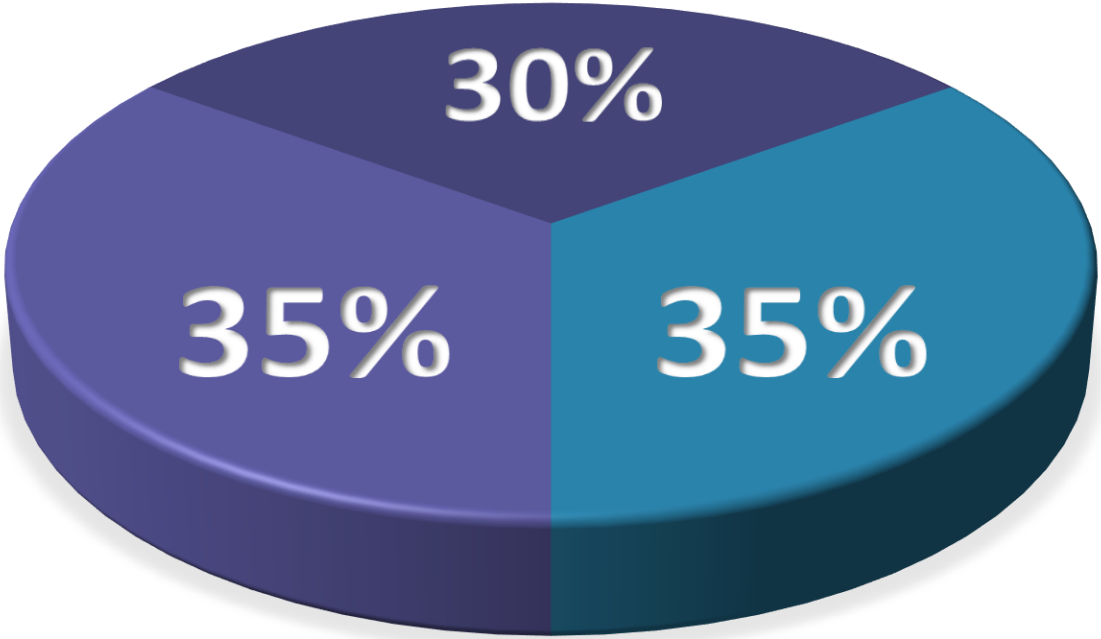
30%

**Direct + Vendor**  
(Internal/External Service)

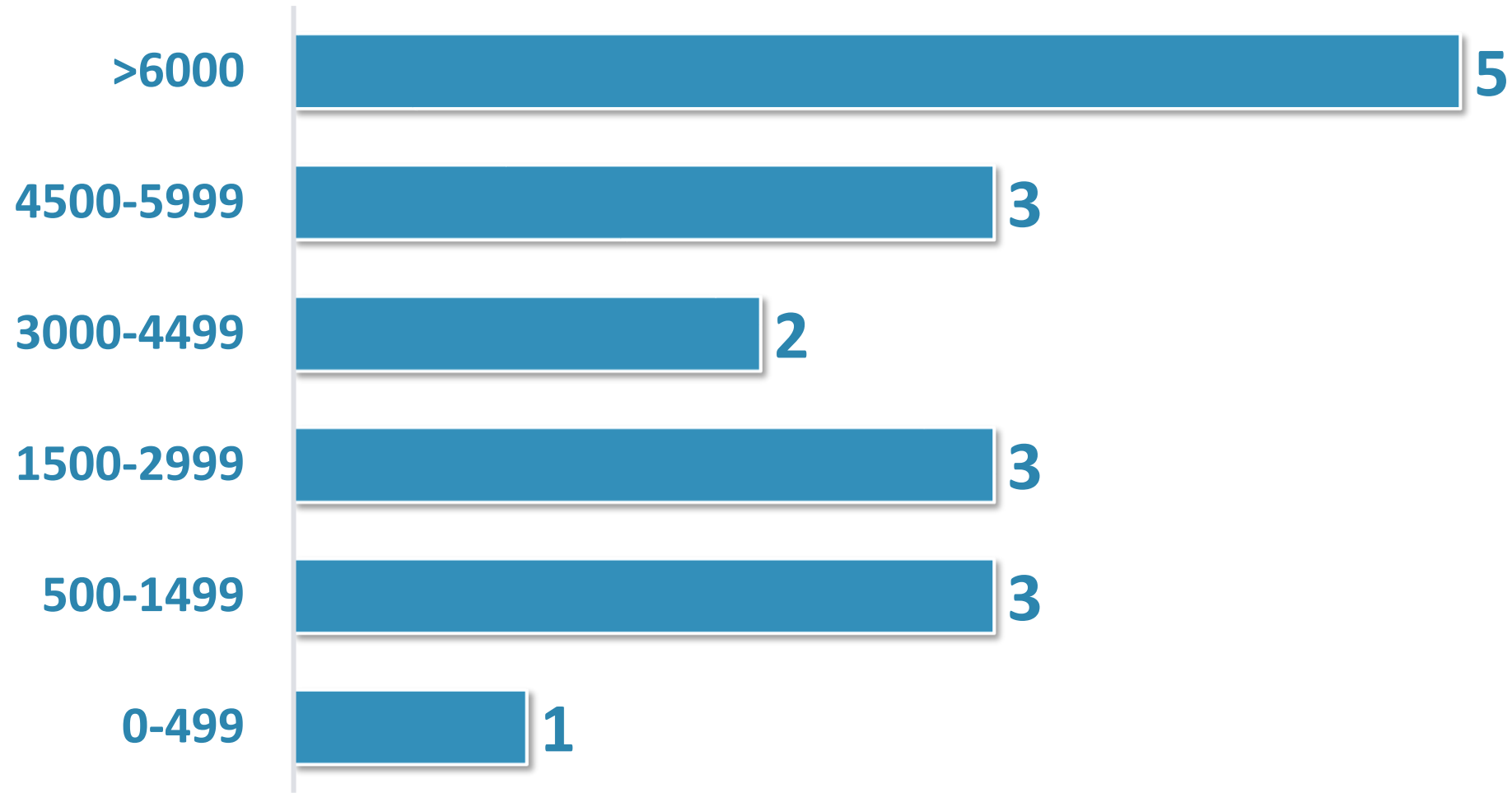
35%

**Direct**  
(Internal Service)

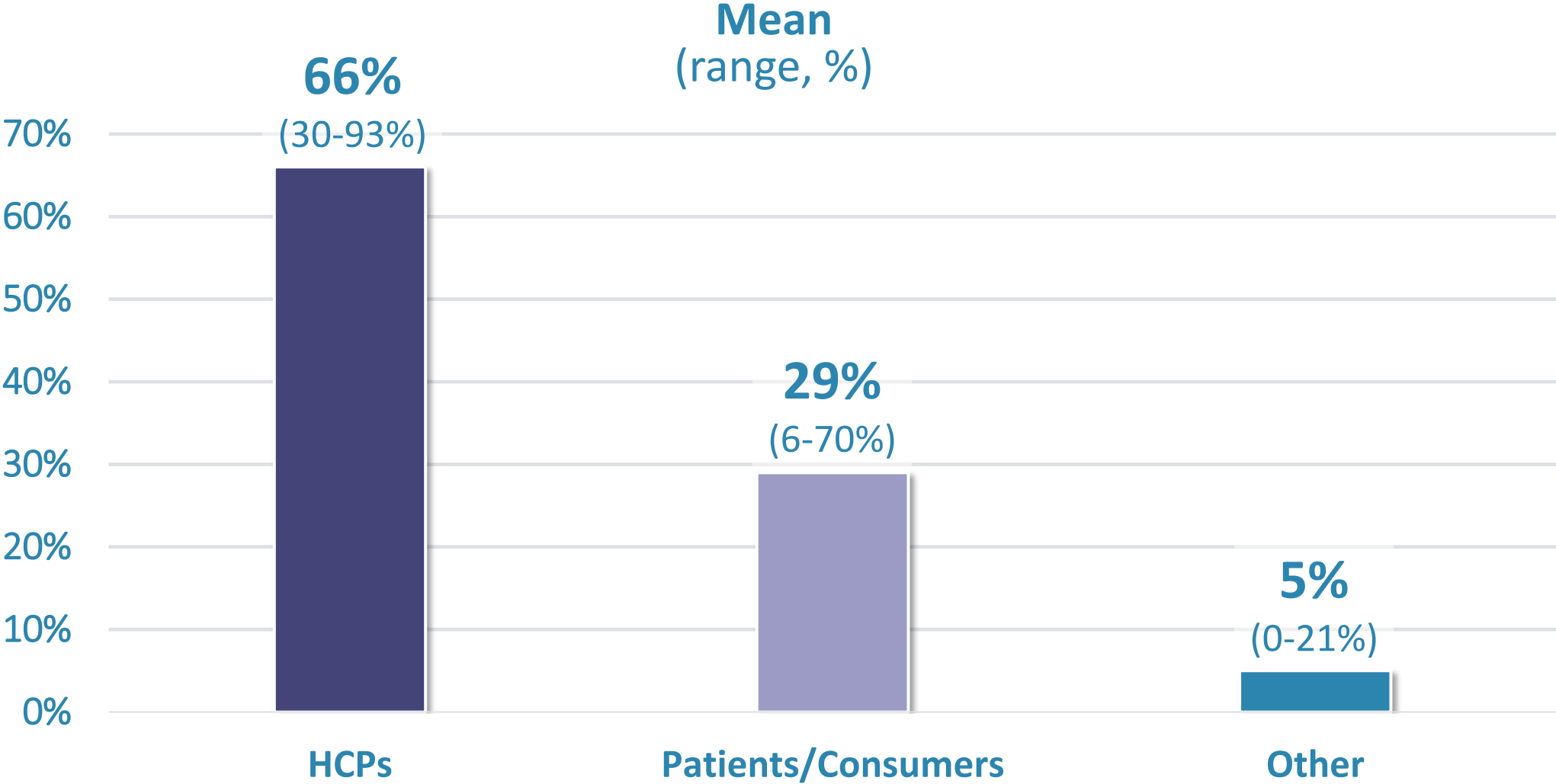
35%



# Annual Volume of HCP Medical Information Inquiries

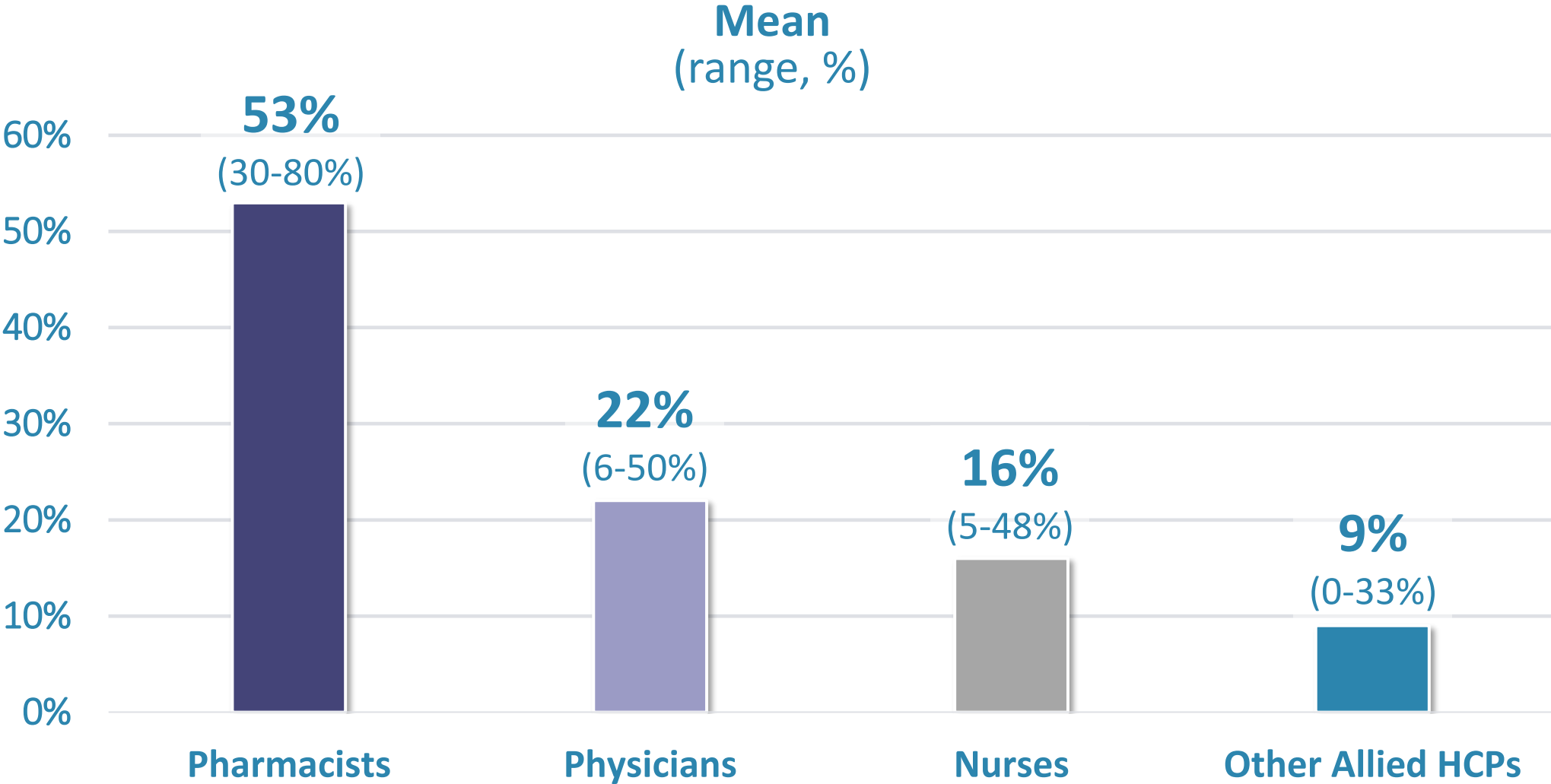


# Medical Information Requests by Customer Type



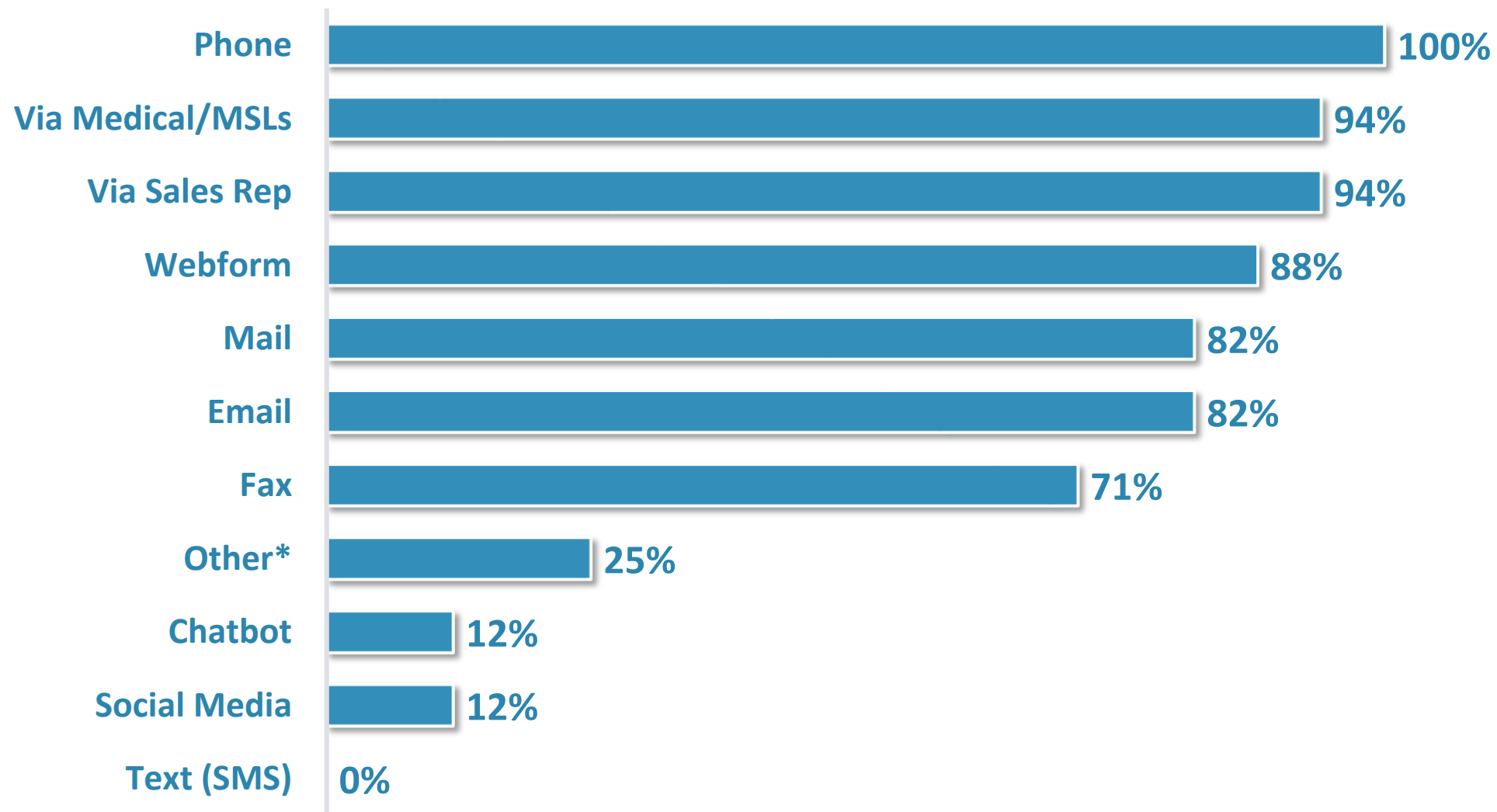
Q. In 2021, what percentage of Canadian Medical Information inquiries came from: patients/consumers/caregivers? (n=17)

# Medical Information Requests by HCP Customer Type



Q. In 2021, what percentage of Canadian Medical Information inquiries came from: pharmacists, physicians, nurses, other allied HCPs? (n=17)

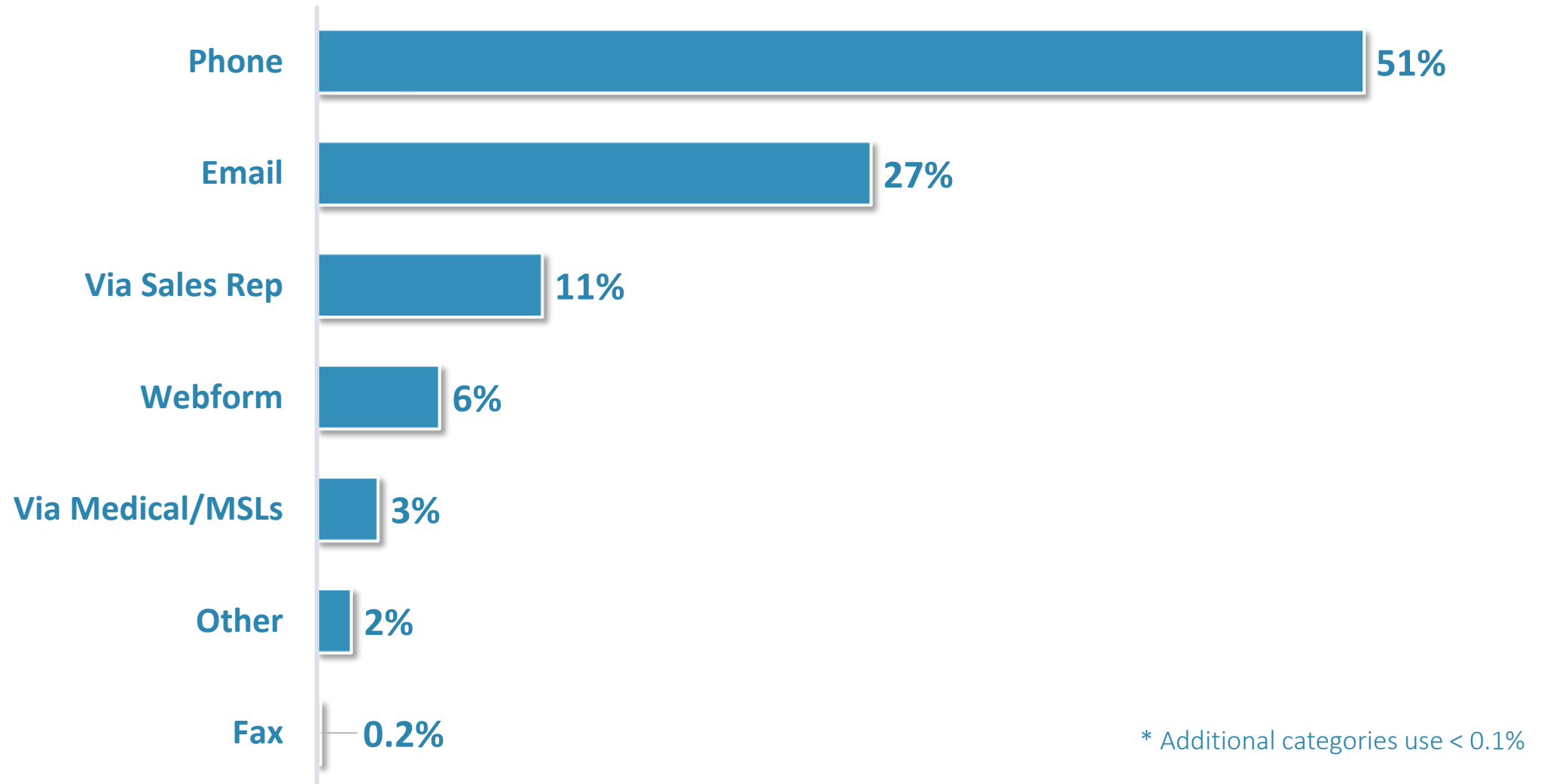
# Available Incoming Channels for Canadian HCPs to Contact Company



\* Other: live chat (2), internal transfers (e.g., other departments)

Q. What channels are available for Canadian HCPs to contact your company with Medical Information Inquiries? (n=17)

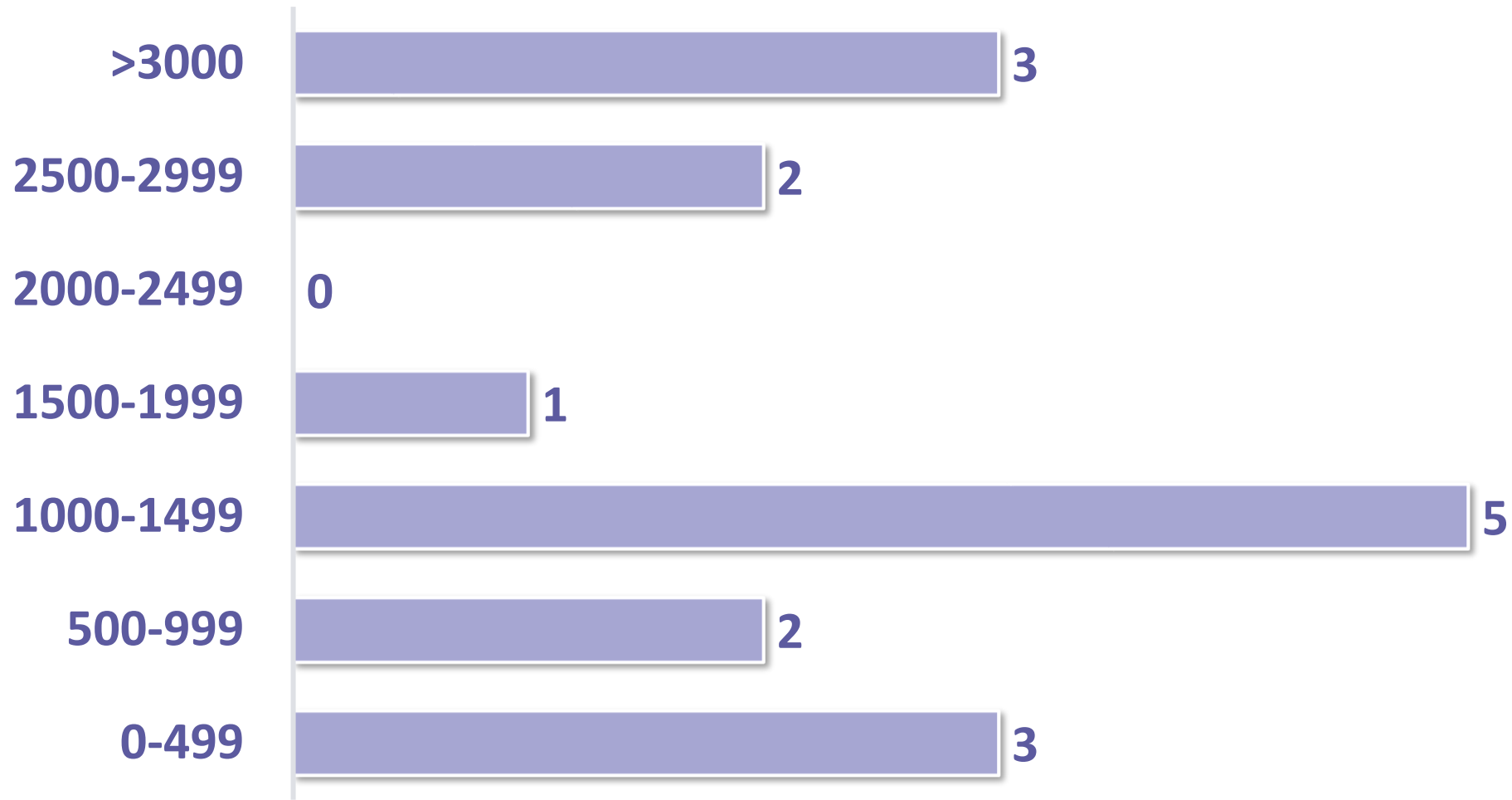
# Mean (%) Use of Incoming Channels by Canadian HCPs





# Patient/Consumer Requests for Information

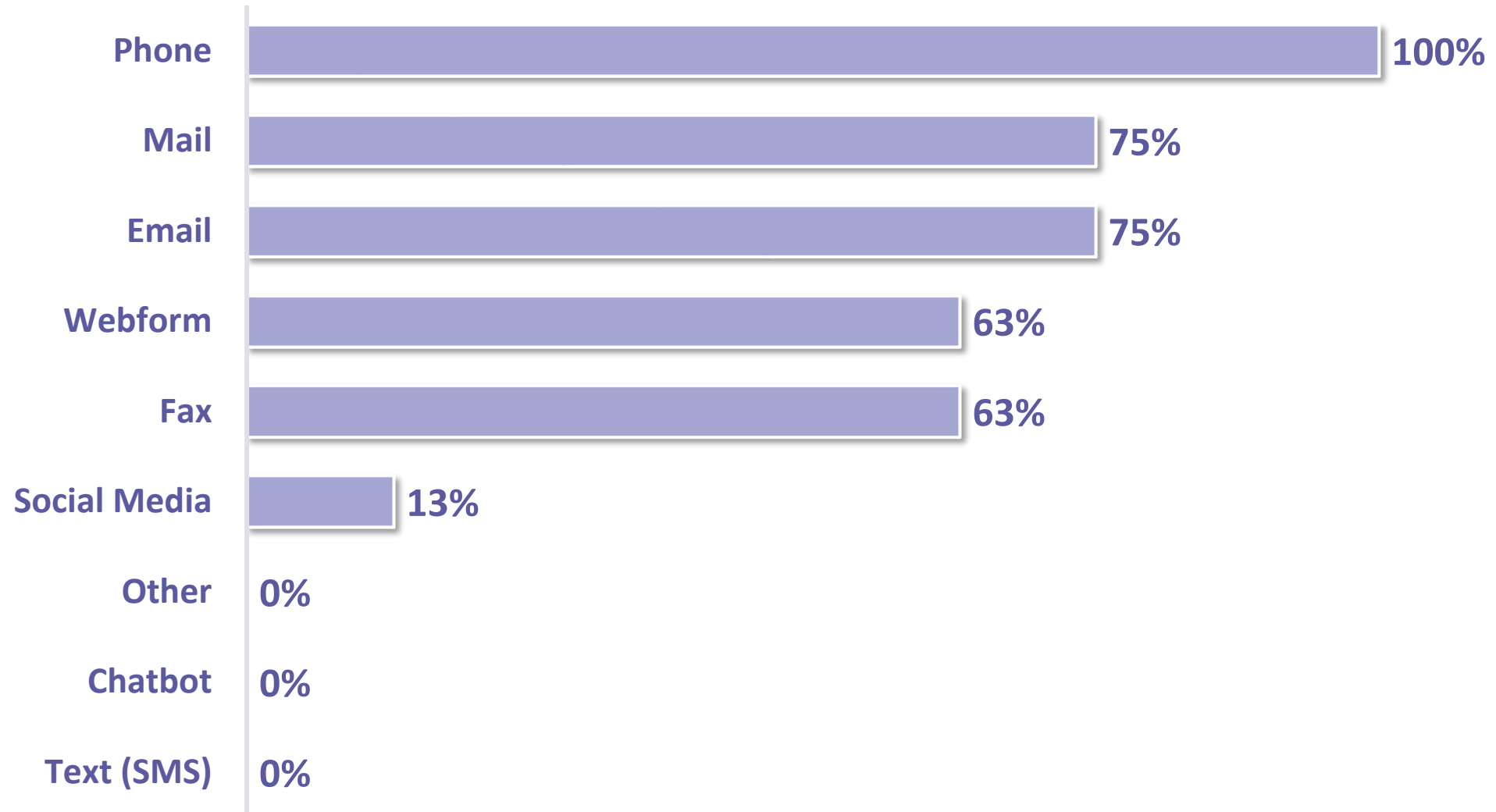
# Annual Volume of Patient/Consumer Medical Information Inquiries



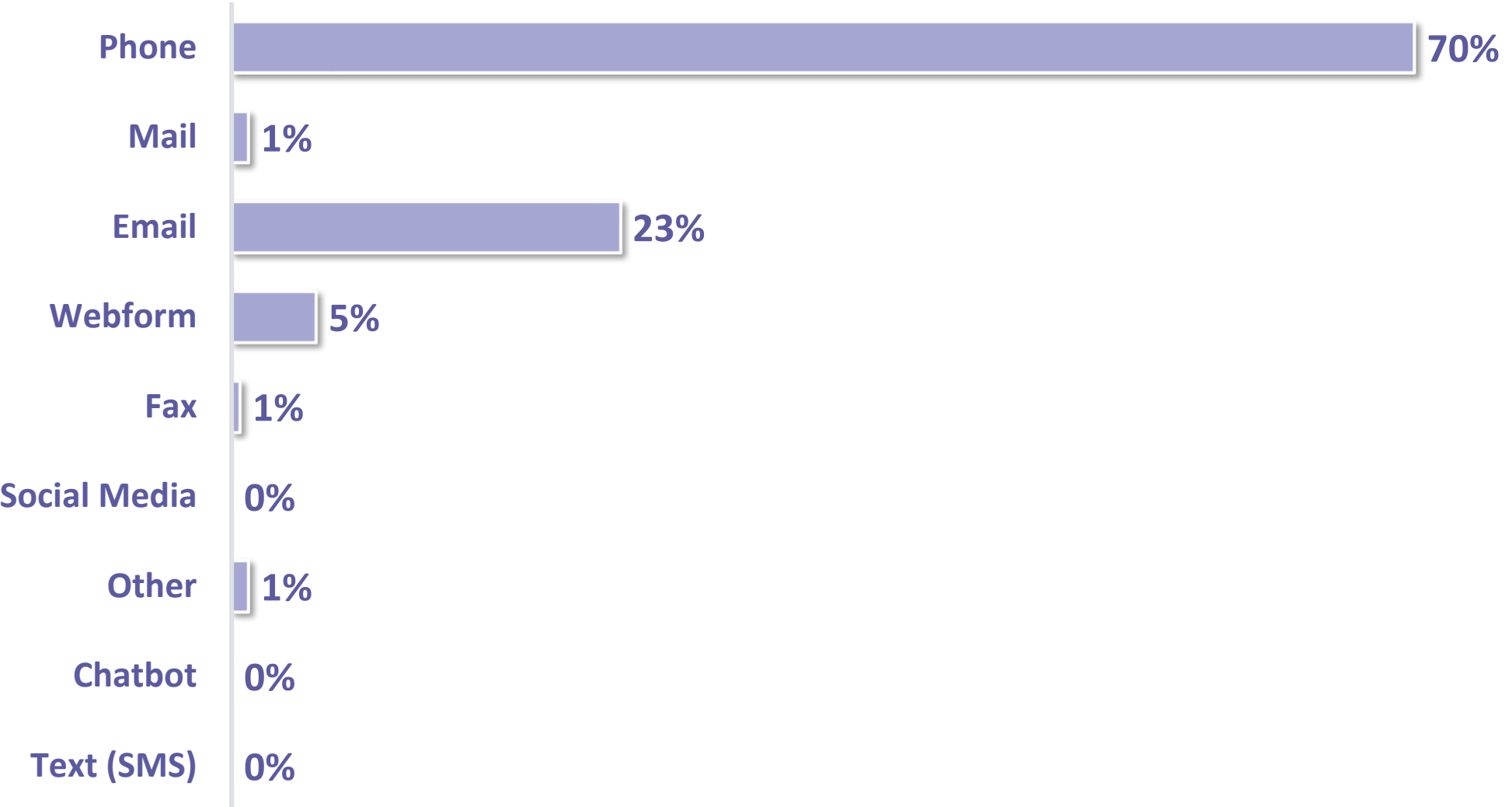
Q. In 2021, how many Canadian patient/consumer inquiries for Medical Information did your company receive either directly or through a vendor. Patient Support Programs (PSP) inquiries, not redirected to Medical Information, are outside of the scope of this question. (n=16)



## Available Incoming Channels for Canadian Patients/Consumers to Contact Company



# Mean (%) Use of Incoming Channels by Canadian Patients/Consumers

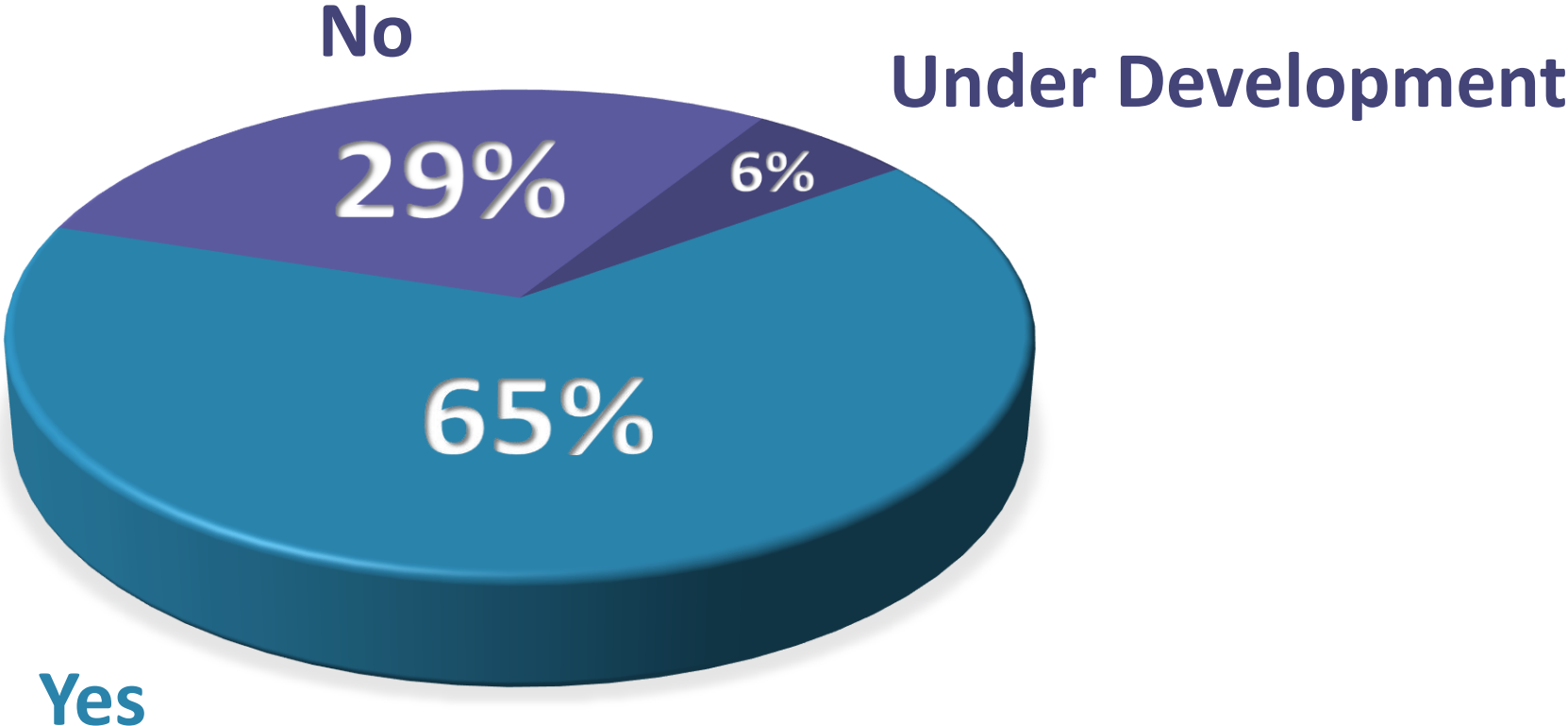


Q. In 2021, what percentage of patient/consumer Medical Information inquiries came through each of these channels? (n=16)

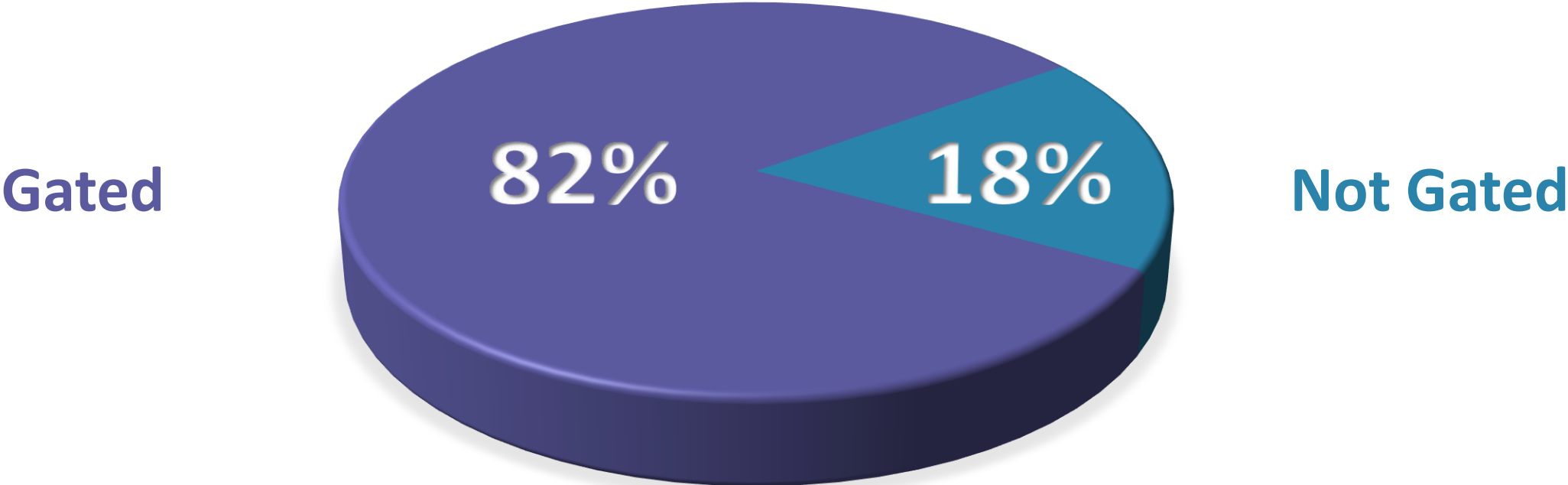


# Canadian Medical Information HCP Websites

# Use of Medical Information Websites in Canada



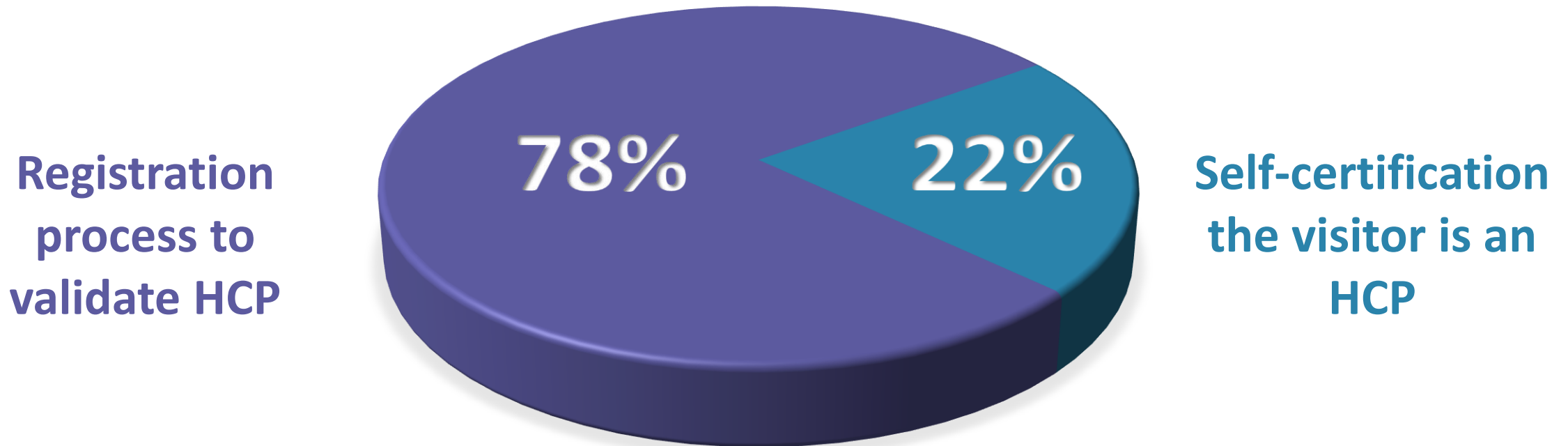
# Medical Information Website – Gated Access for HCPs



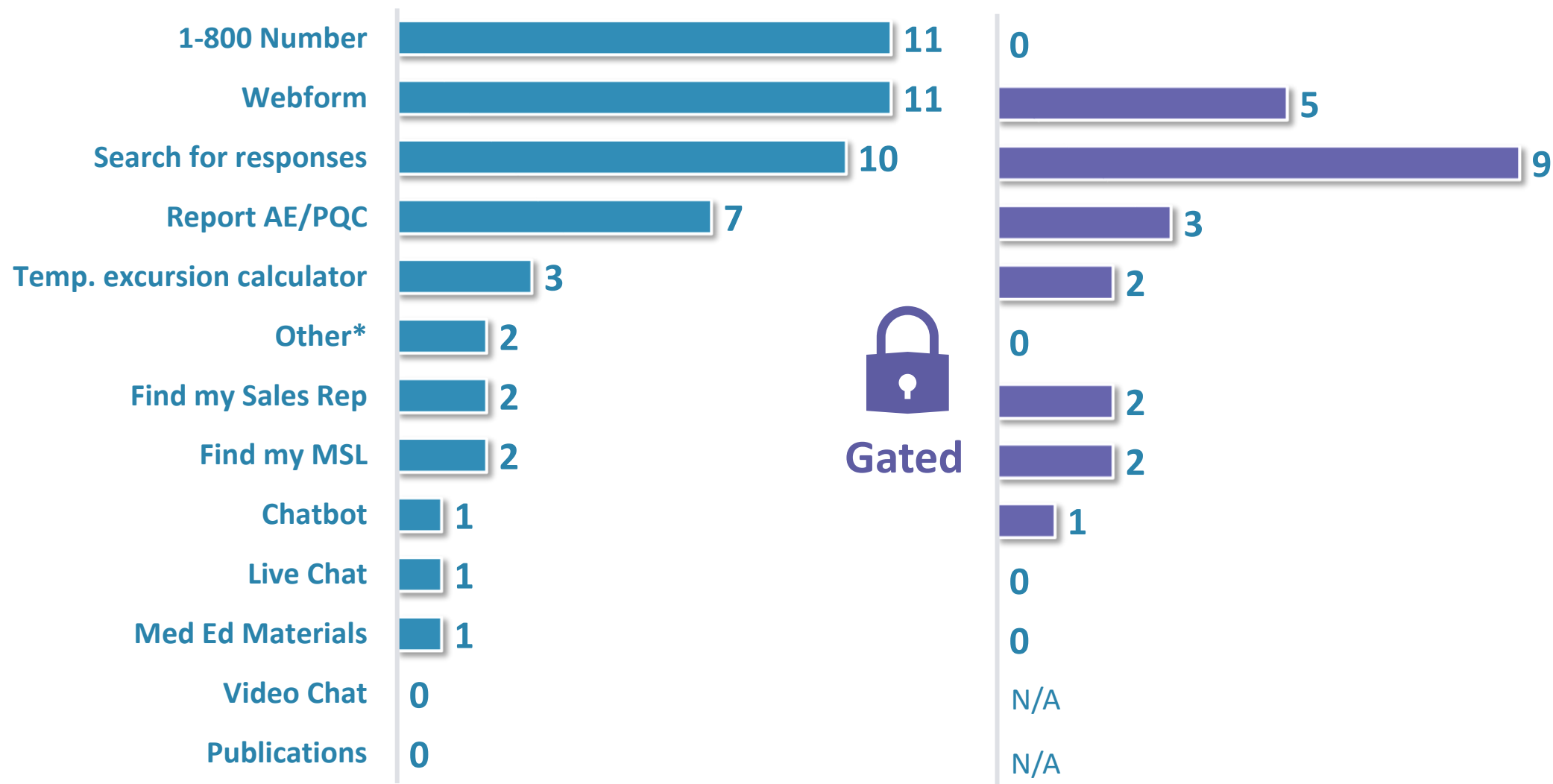
Q. Is your Canadian Medical Information site gated to limit access to healthcare professionals (HCPs)?  
Select yes, if any portion of the website requires HCPs to be validated prior to accessing content. (n=11)

# Medical Information Website – Gating Mechanism

*Restricted content only available following...*



# Functionality of Canadian Medical Information Websites

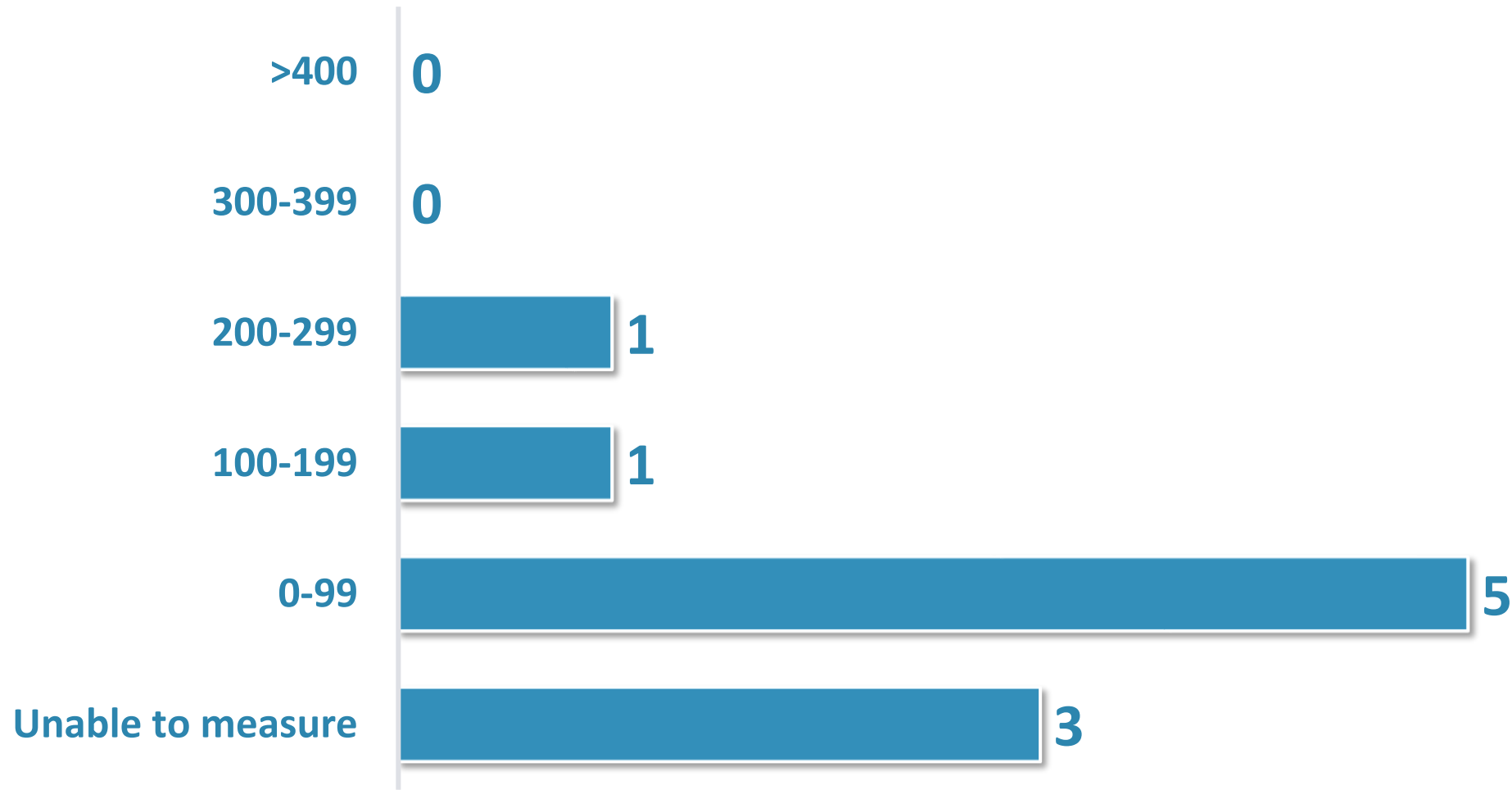


\* Other: Other=Access to Product Monographs, congress library, links to company resources (e.g., Patient Support Programs, Safety Data Sheets)

Q. What functionalities are currently on your Canadian Medical Information website? (n=11)

Q. What functionalities currently on your Canadian Medical Information website are gated? (n=11)

# Number of Standard Responses Accessed/Viewed/or Downloaded from Medical Information Website

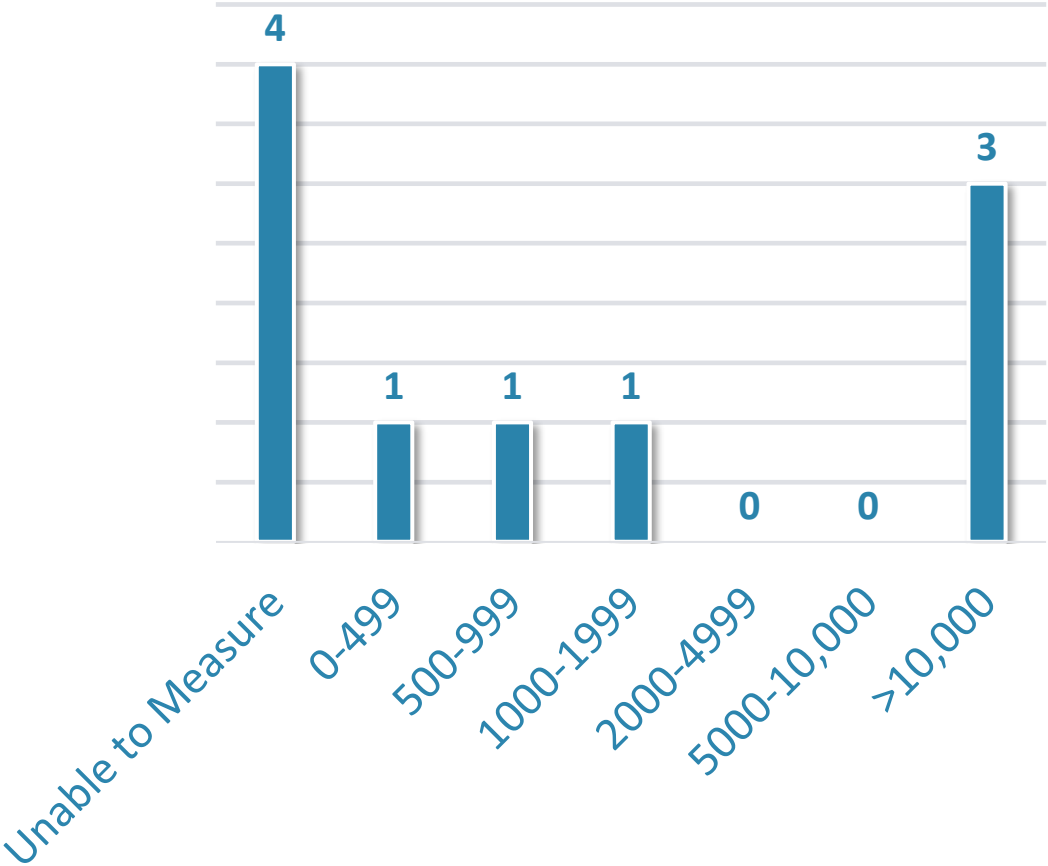


Q. In 2021, how many standard medical responses were accessed/viewed and/or downloaded by HCPs from your Medical Information website using the website search? (As a self-service vs accessing response from a hyperlink in an email or other response)? (n=10)

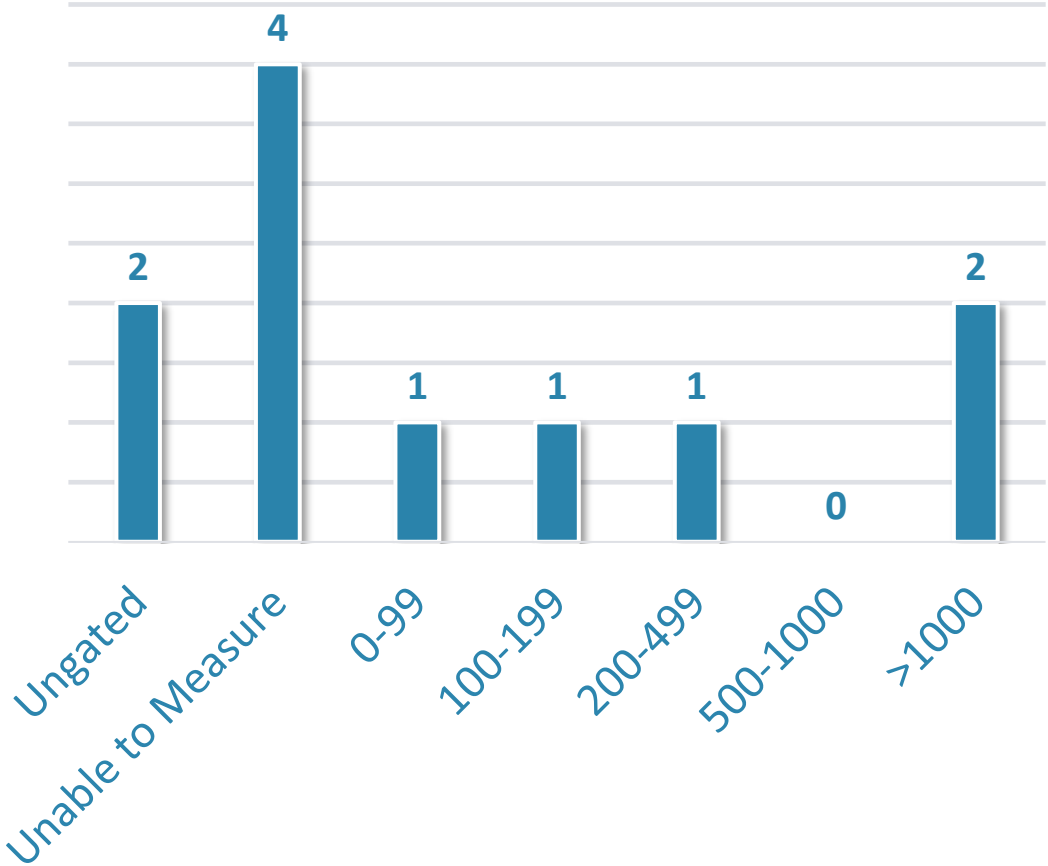


# Medical Information Requests by Customer Type

### Pre-Gate Visitors



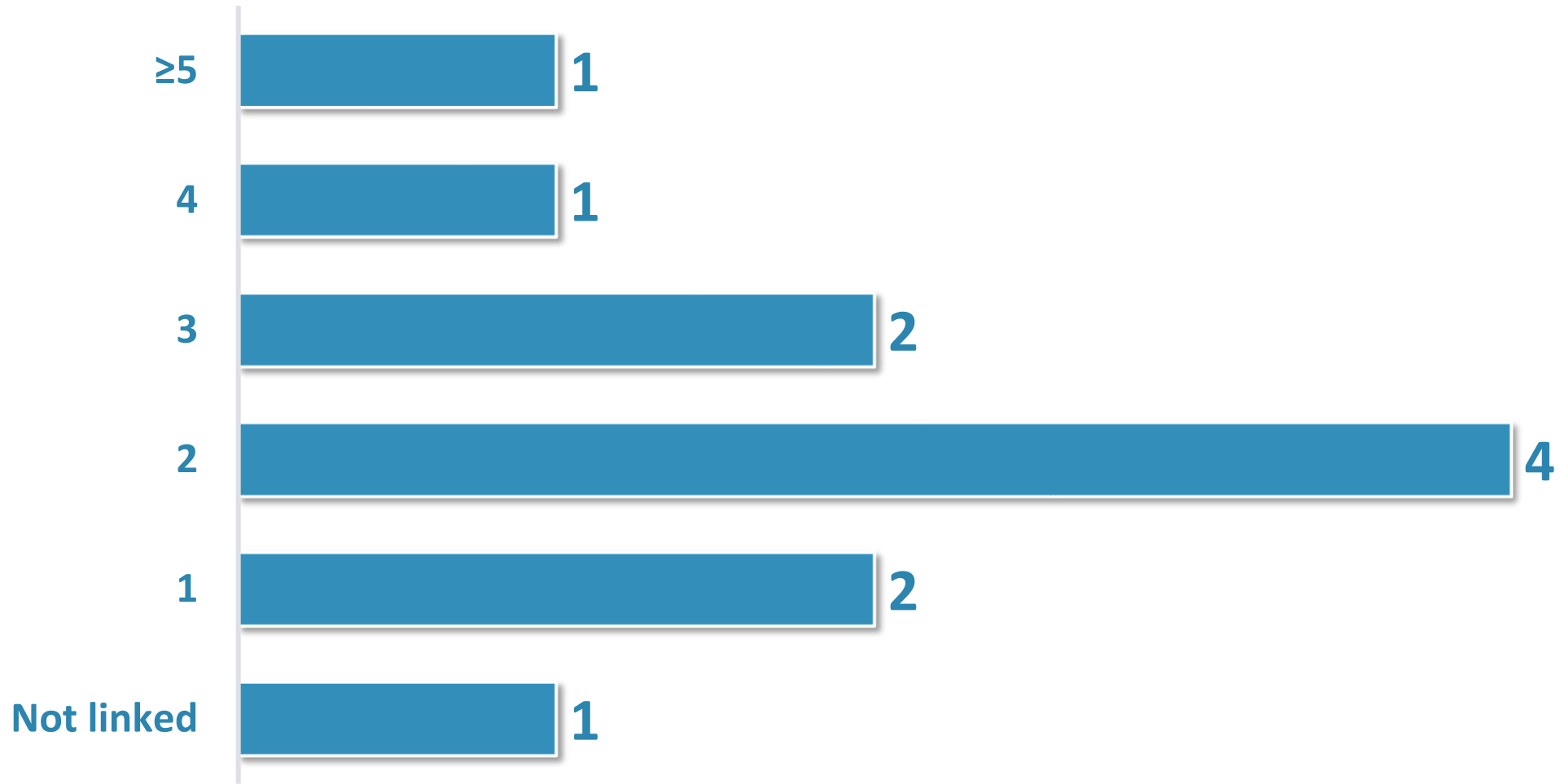
### Post-Gate Visitors



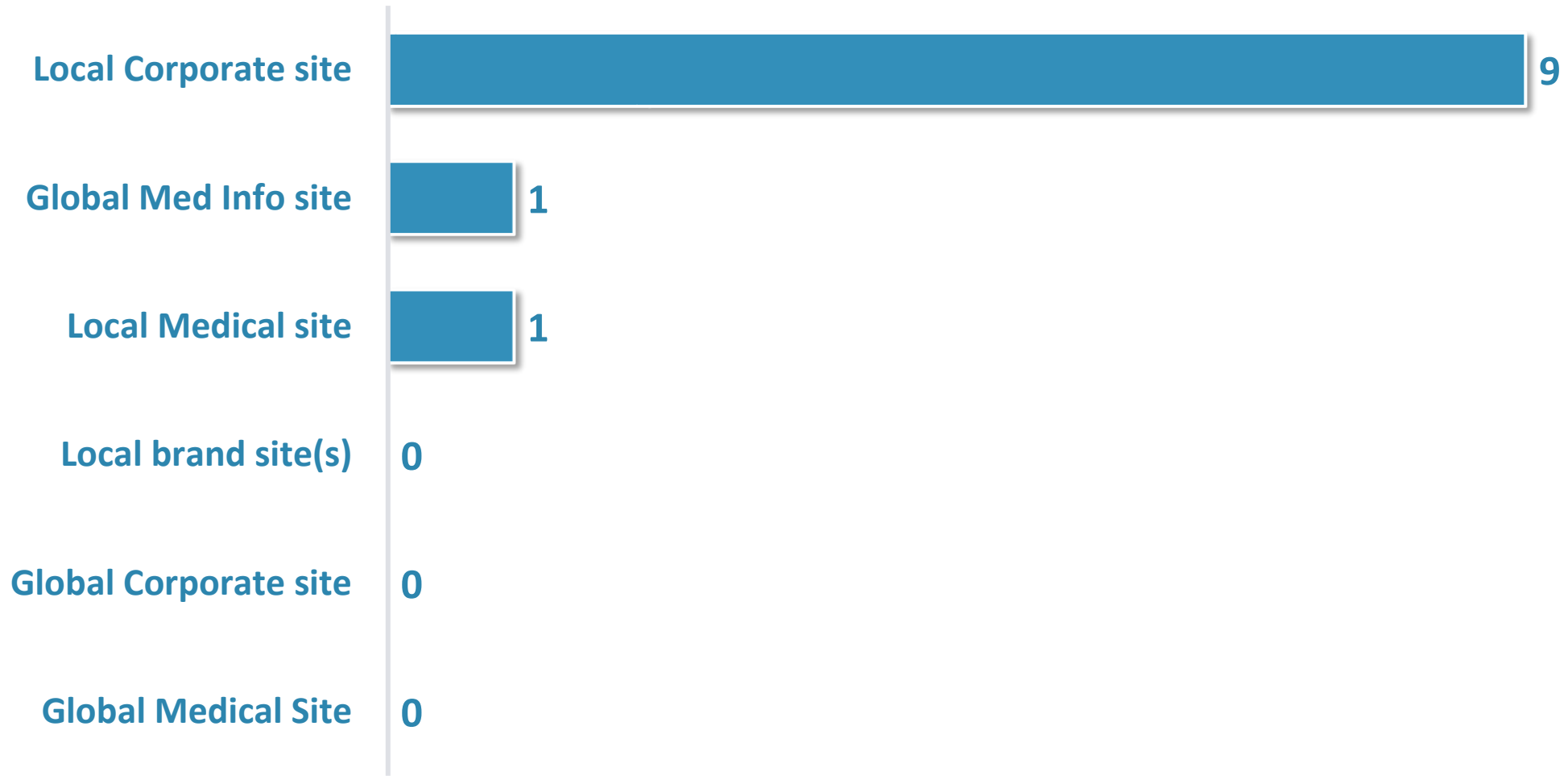
Q. In 2021, what was the traffic on your Medical Information website landing page in terms of number of unique visitors per year (i.e., pre-gate)? (n=11)

Q. In 2021, If your HCPs had to validate/self-certify to access restricted content, what was the traffic on restricted portions (i.e., post-gate) of your Medical Information website, in terms of unique visitors per year?

# Number of Clicks to Reach Medical Information Website from Canadian Corporate Website



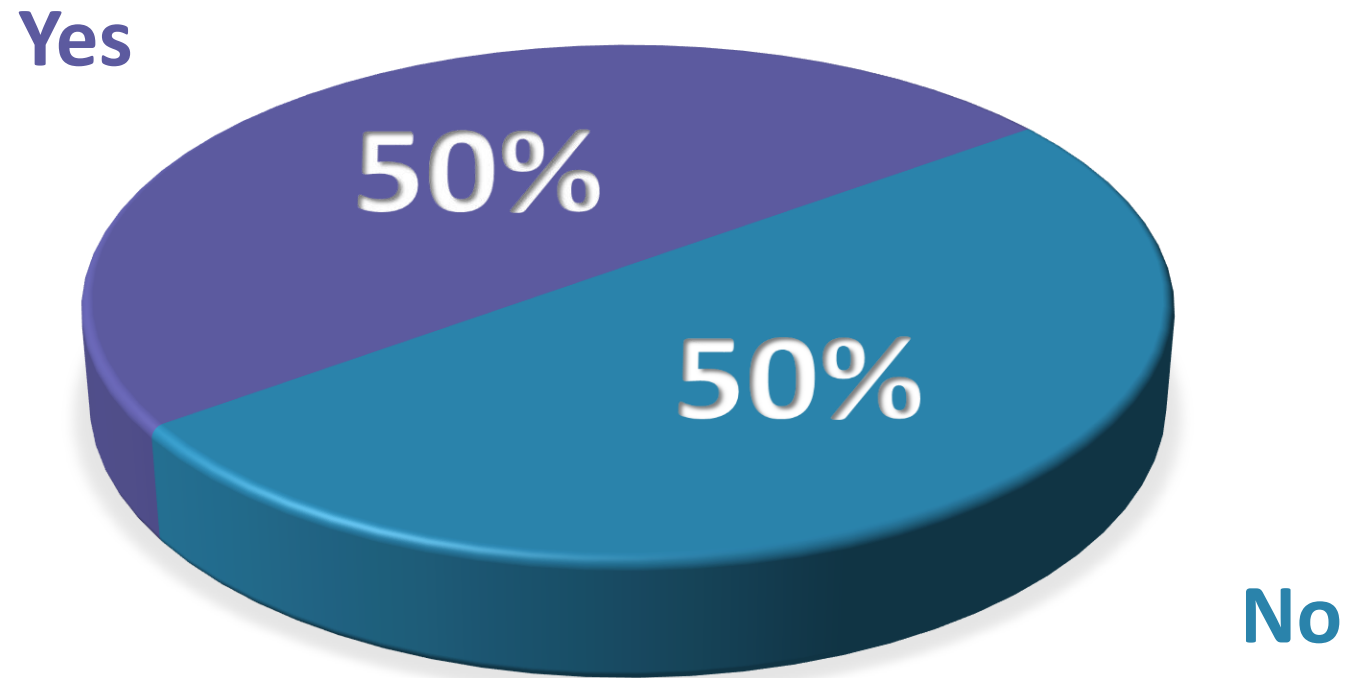
# Links to Canadian Medical Information Website



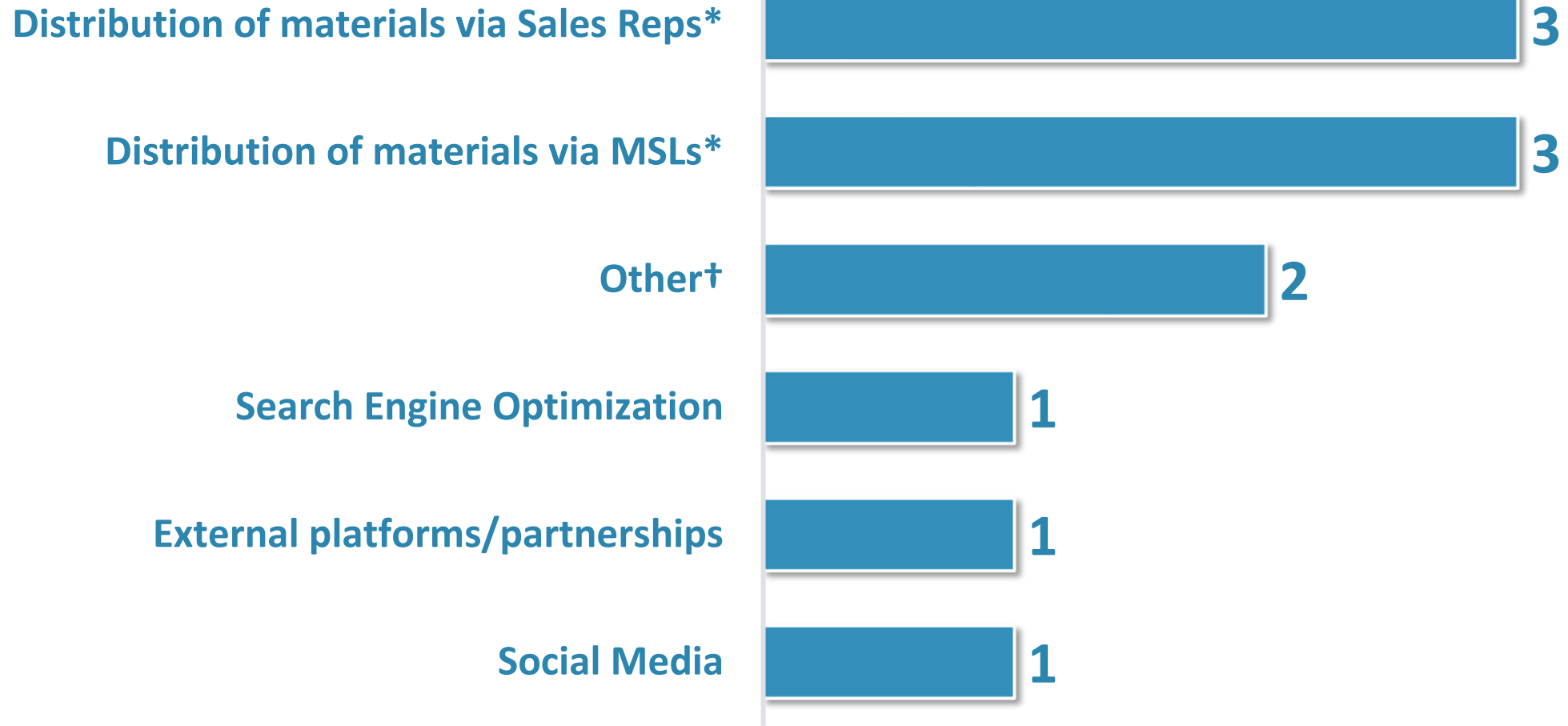


# Medical Information Awareness Activities

# Engaging in Activities to Raise Awareness of Medical Information Services?



# Activities to Raise Awareness of Medical Information Services



\* Contact us cards, etc

† Med Info brochure (separate or as part of response package)

Q. When raising awareness of Canadian medical information services, which of the following activities does your company engage in? (Select all that apply) (n=12)



# Key Findings

# Key Findings

100% response rate – highly engaged group of Med Info professionals

65% of companies use a third-party provider for Medical Information services

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Large variation in volume of requests

Phone, email and Webform are the most utilized channels for direct requests (both HCPs and Patients/Consumers)

HCP MedInfo requests forwarded by Sales Reps are well-utilized across companies

Low uptake of non-traditional channels for responses (e.g., chatbot, live chat, etc.)

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Larger volume of requests from HCPs vs Patients/consumers across companies

70% of companies have, or are developing, a Med Info website

82% of existing sites are gated to HCPs

Search for standard responses and webforms are most common functionalities

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Volume of HCPs accessing websites drops off “post-gate” vs “pre-gate” (10% of volume on average)

Low usage of websites vs other channels, despite efforts to develop and maintain these sites

50% of companies are engaged in activities to improve awareness of Med Info function

Primary awareness activities are distribution of materials via Sales Reps/MSLs and Med Info brochures as part of response package

