

HCP Engagement Excellence: Optimizing Contracting Processes, Resources and Internal Interactions for Engaging Physicians and other HCPs

Best Practices, Strategic Benchmarking Research & Analysis





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ISSUE	SELECT KEY FINDINGS
BUSINESS ISSUE: This custom study was designed to help pharma HCP contracting groups better understand the contracting process across different geographies. This study captures benchmarks on HCP contracting process, effectiveness, timeline and staffing. METHODOLOGY: Best Practices, LLC engaged 20 leaders from 20 organizations for this study. Deep-dive interviews were also conducted with four leaders to capture their insights about HCP contracting.	HCP Contracting Process <u>Contracting Timeline:</u> US Only, 58% 2 months, 32% 3 months; EU, 20% 2 months, 70% 3 months; O-EU/US 42% 2 months, 50% 3 months Contracting HCP Outside of US <u>O-US Contract Review and Approval:</u> Local country approves and global US group review and approve, 60%; Only local review and approval, 15%; Only global US review and approve, 10%; Other, 15%.



Participants: 20 organizations took part in this benchmark research

Benchmark Study Partners



Medical Affairs extensively utilizes HCP engagement programs

HCP Engagement Programs

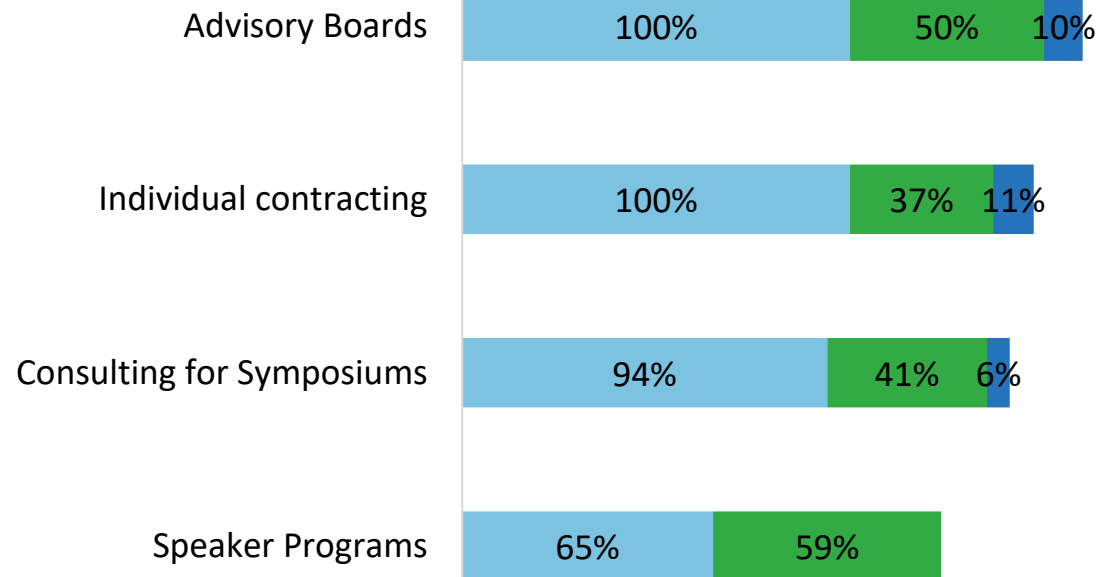
Functional Orientation



100%
Medical

N=20

■ Medical ■ Commercial ■ Other



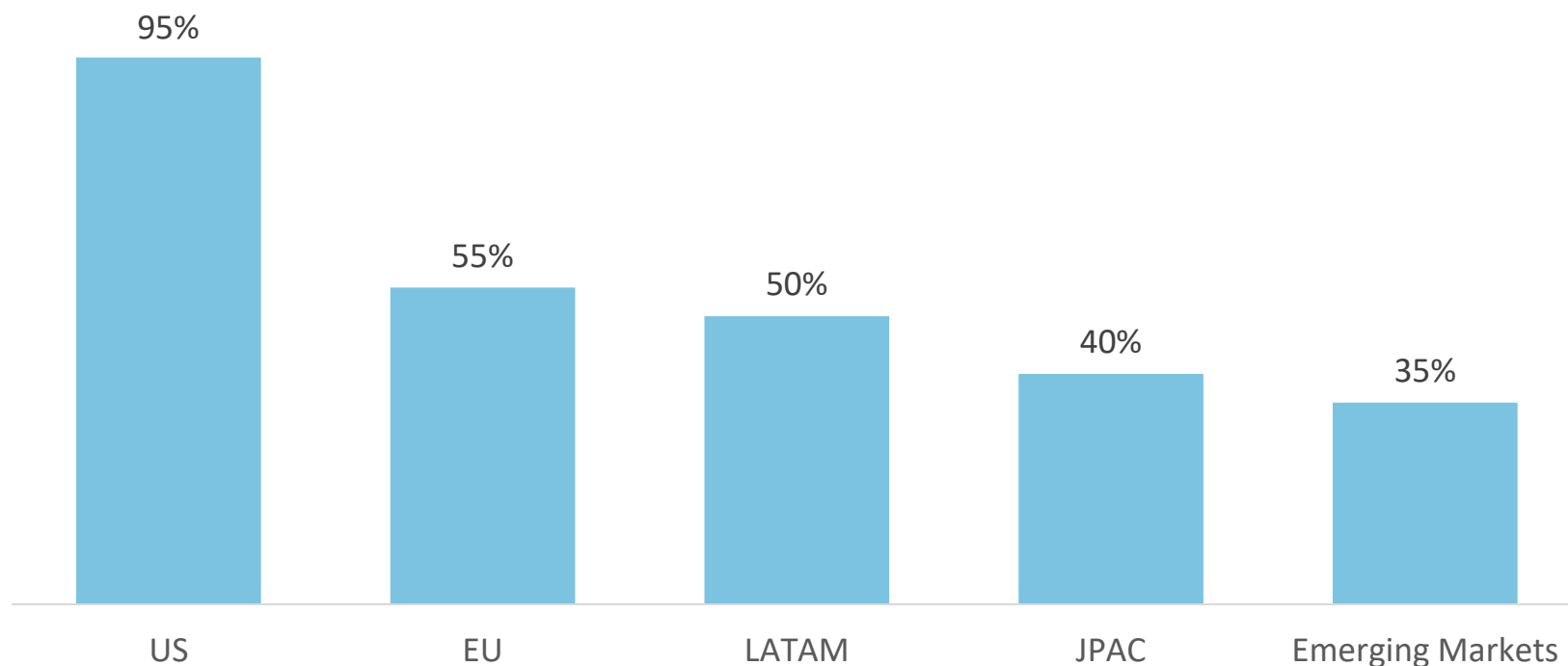
N=17-20

Q2. Indicate whether your functional role is medical or commercial.

Q3. What are the types of medical and/or commercial programs that you utilize external HCPs for?

Most HCPs recruited are US, but participants use EU and LATAM HCPs also

HCP Geographic Perspective

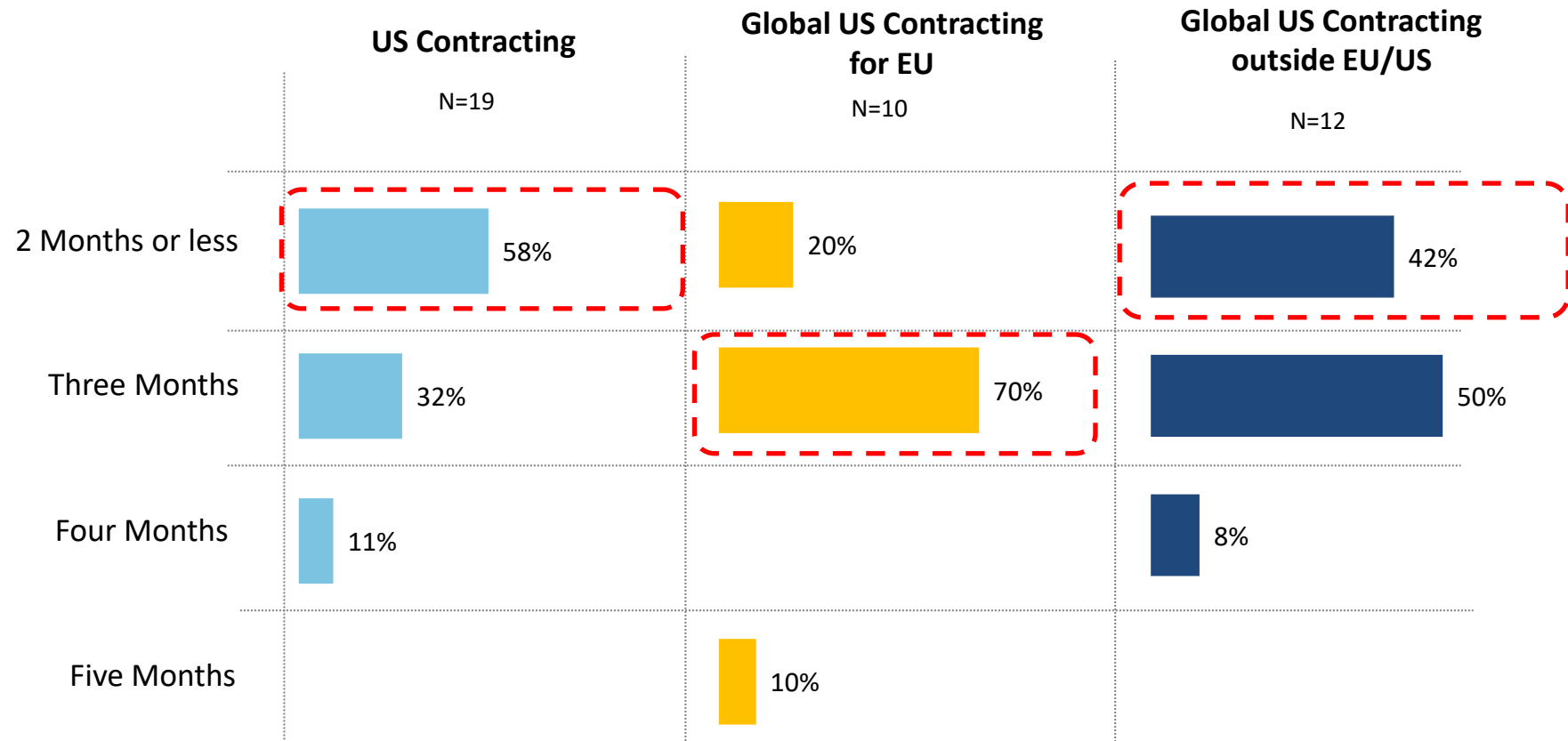


N=20

Q5. What geographic regions do the HCPs you contract with represent?

Global US contracting for EU takes longer than US and O-EU/US contracting

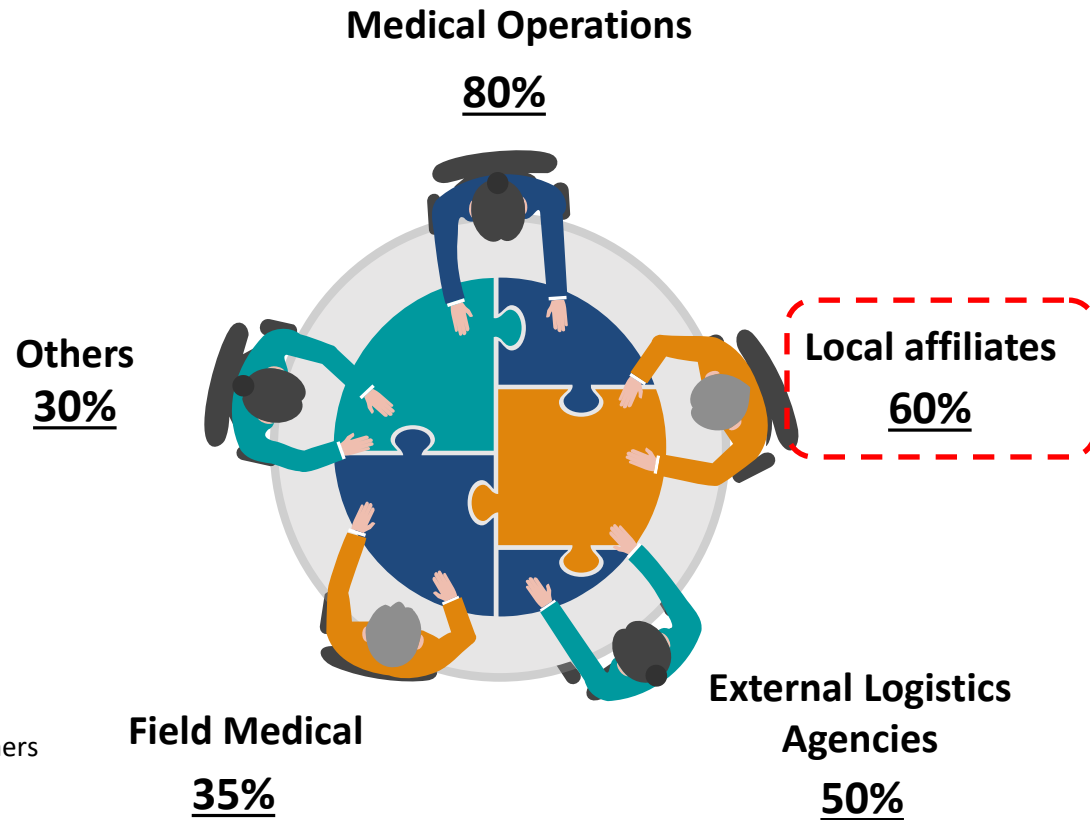
HCP Contracting Timeline



Q7. How long, on average, does it take from program approval to program execution for the types of HCP Contracting listed?

Local affiliates are involved with HCP contracting for 60% of participants

Functions Involved in Managing HCP Contracting

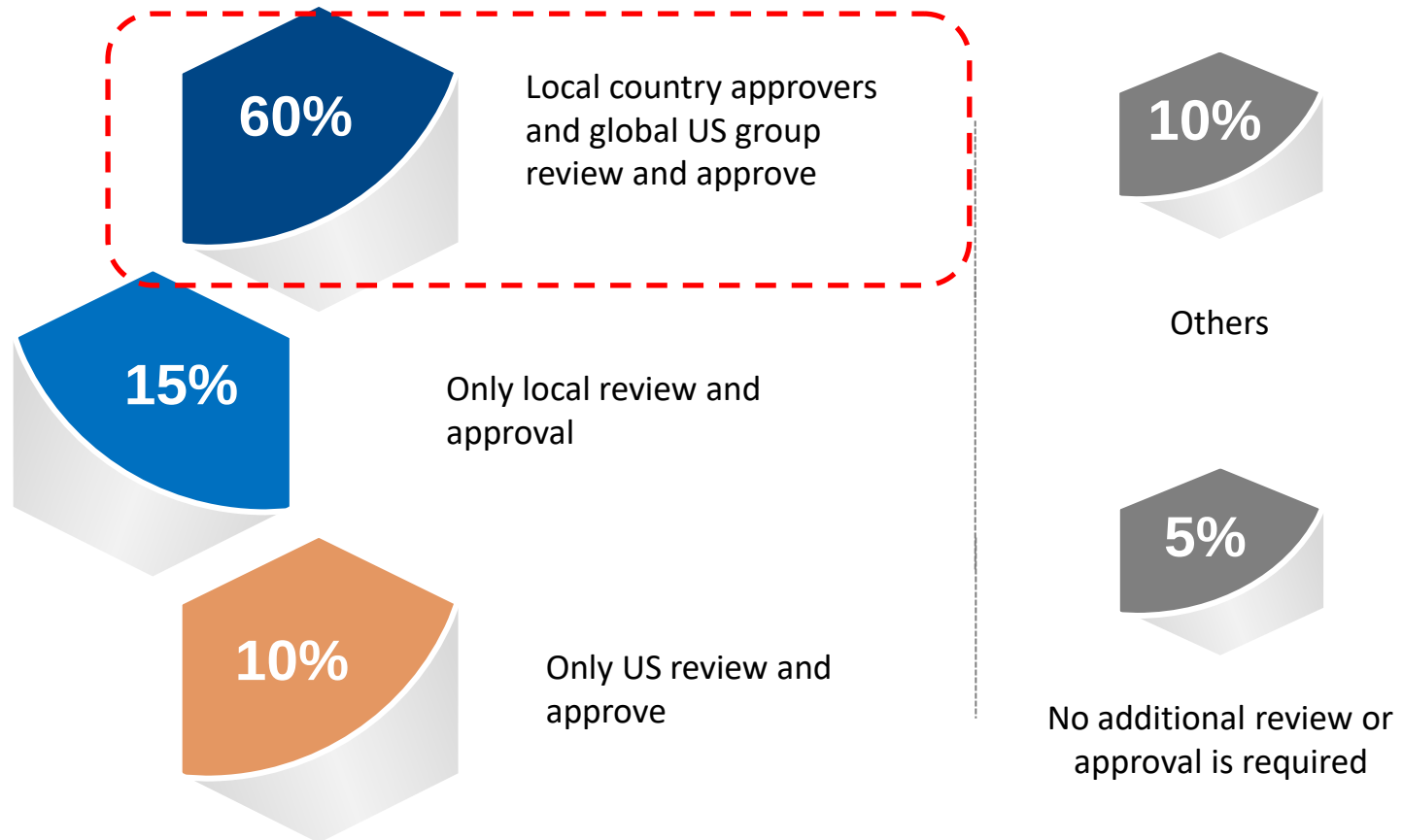


N=20

Q16. What functions are involved in managing/processing a HCP engagement contract?

60% require US global and local approvals when contracting HCP outside US

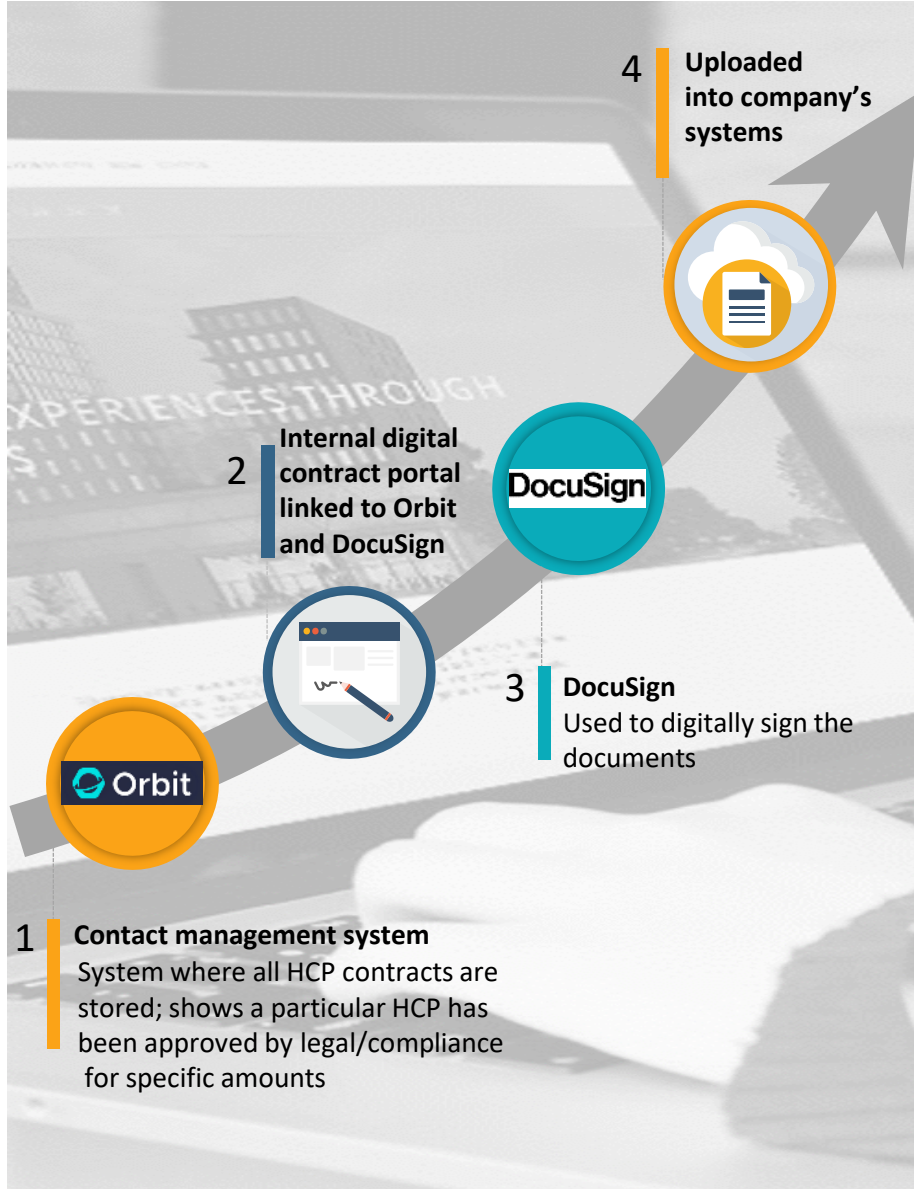
Contract Review and Approval



N=20

Q18. When global US is contracting a HCP licensed outside of the US, do you require local contracting groups to review and approve the contracts prior to engagement or is review and approval done only in the US?

Interview: Integrate contact management system with company platforms



“We use Orbit; I think it’s based on Veeva. It’s basically an activity notification form. So, you don’t get an approval on the contract per se, but you get an approval on the principle of engaging that doctor for that amount. And for the contract, we use a digital contract portal, which is a [company]-owned portal, and it goes through DocuSign and then through DocuSign it’s uploaded into our systems.”

-- Global Medical Operations Lead

<https://www.orbit.online/content/bidding-and-qualifications/crm-tool/>



Our company is an internationally recognized thought leader in the field of best practice benchmarking®. We provide research, consulting, benchmark database, publishing and advisory services to the biopharmaceutical and medical device sectors. We work closely with business intelligence groups. Our work is based on the simple yet profound principle that organizations can chart a course to superior economic performance by leveraging the best business practices, operating tactics and winning strategies of world-class companies.

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