

**From Crisis to Collaboration:  
The increasing importance of effective life science meetings.  
How to effectively partner and engage with your life science partners.**

By Mal Milburn

Life Sciences companies continue to introduce new and important therapies at an unprecedented rate. Even in the face of the pandemic, this pace of innovation has not slowed, however the ability for medical practices to learn about and implement new therapies can be challenging. The pandemic has highlighted the need for care teams to adopt new methods for keeping up with these innovations so they can deliver the best care possible.

***How Care Teams Learn About Promising Treatments***

With in-person meetings with life science experts interrupted during COVID-19, [technology has come to the rescue](#) for medical practices to help them stay connected to cutting-edge information. Providers and their staff have been able to meet virtually with their pharmaceutical representatives, Medical Science Liaisons, Field Reimbursement Managers, Nurse Educators, and other members of the life sciences team.

This rapid shift to digital engagement helped many practices continue to receive critical education and information about new drugs and protocols. As we move forward, most practice leaders foresee a mix of in-person and digital education to optimize the way their staff receives information.

***Optimizing Engagement With Your Life Science Partners***

Long before the pandemic, physician practices were struggling to optimize their engagement with life science partners. Every care team member plays a specific role in treating patients. Thus, each team member needs access to different information. The operational intricacies are impossible to manage manually. These challenges have long been difficult to solve, and COVID-19 only increased the depth of the problem. The status quo will no longer work as we emerge from the pandemic.

***Services and Resources for the Entire Care Team***

Life science companies provide valuable resources beyond the drug. They provide patient resources, dosing literature, patient assistance information, co-pay card information, and more. A [recent Accenture survey](#) showed these resources are valued highly by care teams. However, HCPs need a simpler way to access these resources. A basic audit of how teams find this information reveals processes riddled with manual work while yielding suboptimal results. RxVantage can assist in keeping your team up-to-date on the latest resources for patients.

***Finding the Right Life Sciences Partner***

Life science companies offer specialized experts to educate and answer questions for care team members. While there are more than 60,000 product representatives in the field, there are also tens of thousands of reimbursement managers, nurse educators, and MSLs who play increasingly important roles in educating care teams in very specific areas. The challenge is finding the right person. In today's operating environment, practices should have real-time connections to specialized experts from every company. This will ensure teams can get the answers needed to improve outcomes.

## ***Virtual Engagements with Life Sciences***

Virtual engagements between life science partners and care teams grew out of necessity during the pandemic, but they're likely here to stay. An [Accenture survey](#) found that 87% of HCPs believe virtual meetings will be part of the mix moving forward. As such, practices need to make two key decisions to make these engagements beneficial.

First, determine when virtual works and when it does not. In-person meetings are still important in certain circumstances. For example, special topics or types of training may be most helpful in-person, while certain providers might always prefer virtual meetings.

Second, focus on streamlining logistics for any form of engagement with your life science partners. Find one tool that delivers simplicity across all forms of communication.

## ***Defining and Gaining Acknowledgement of In-Office Visitation Protocols***

The pandemic brought to light gaps in the way medical practices communicate with life sciences experts. When offices quickly closed their doors to life science experts during the pandemic, many didn't have a reliable tool to communicate to all representatives about these closures. Rather, they typically sent one-off emails or fielded many inbound phone calls inquiring about updated policies. This process has repeated through the various waves of the pandemic. It is key for operational efficiency that a reliable mass messaging tool or portal be in place to communicate these openings and closures to representatives. Practices should seek out tools that enable policies, such as safety protocols and vaccine requirements, to be communicated and acknowledged by representatives before their arrival in the office.

## ***In Summary***

The year ahead will certainly be interesting for [healthcare providers and life science experts](#) alike. Preserving relationships with life science partners is vital to keeping abreast of the latest innovations and changing marketplace - thus ensuring medical practices continue providing quality care to patients. Navigating this critical relationship in the context of the pandemic requires flexibility, communication, and technology.

## ***About RxVantage***

RxVantage is transforming the way physicians and their practice teams make healthcare connections that elevate the practice of medicine. We empower providers and life science partners to succeed in the era of virtual and personalized engagement. The only all-in-one solution of its kind, the RxVantage platform intelligently connects healthcare providers with resources including the precise life sciences experts that they need, when they need it and in a manner that fits seamlessly into their workflow. RxVantage is built for the way providers operate. [www.rxvantage.com](http://www.rxvantage.com)