

# The highlights

All the **quotes, statements and calls to action** that caught our attention at the virtual eyeforpharma Barcelona conference 2020

## It's a tsunami of digital information directed to HCPs

**Florent Edouard - Grunenthal**

On the need to be extra thoughtful and relevant in online engagements right now

## We have 30.000 reps that used to be on the road, now working from home that we've had to equip to work very differently

**Bertrand Bodson - Novartis**

On how COVID-19 has enforced whole new ways of working

## The experience I have seen in many countries, is a much longer interaction remotely than F2F

**Hélène Tixier - Sanofi Pasteur**

On the positive learnings from a dramatically increased number of remote HCP engagements

## We have doubled or even tripled e-permissions in the last couple of weeks

**Renaud Sermondade - Sanofi**

Explaining how many HCPs are realizing they need access to information from pharma

## It's increasingly clear that data is a business asset

**Abel Archundia - Bayer**

On the opportunity with using data a lot more strategically

## The concept of segmentation is going to increase more and more

**Ignacio Quiles Lara - GSK**

On how to tackle an increasing demand for personalization

## Every single person in the pharmaceutical industry is potentially a patient and has family members that are patients

**Simon Davies - Teen Cancer America**

Emphasizing that pharma has an inherent interest in being patient-centric

## The agile way of working is being able to rapidly test and learn. And do that in short, small cycles

**Philippe Kirby - MSD**

On the need to educate the organization on how to work with digital

## Sometimes the most simple decisions can be taken by just looking at a dashboard

**Nuno Rodriguez - Roche**

Encouraging us to use data insights and keep things simple

## The new generation of physicians are working a lot more with technology and much more confidently than previous generations

**Danilo Pagano - Lundbeck**

On changing customer expectations and go-to-market opportunities

## Now, is the opportunity to reset and think about how we react in a fast moving environment rather than saying: what's the campaign for the next 6-9 months?

**Paul Dixie - Novartis**

On the need to build content that can be used in flexible ways to meet changing customer needs

## Relevance is the new reputation

**Christian Marcoux - Ipsen**

Exploring how relevance together with purpose are essential in building pharma brands today

## Everyone is learning to use digital. I believe that's the big macro-trend at the moment

**Judith Reece - GSK**

On the positive side-effects of the current situation

## Now with Covid-19, market channels and even more digital channels are on the radar and needed

**Andreas Dach - Eli Lilly**

On the changing customer expectations

## We ask our medical field force to be omnichannel experts

**Emma Booth - AMGEN**

On the need to provide the tools and train MSLs to build presence without being present