

# Outlook for eDetailing: What does next generation eDetailing look like?

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Focuses on physician insight into the best practices and preferences in the current and future delivery of Internet-enabled details in the US, Western Europe, and Japan, and examines the gap between expectations and reality within this market.

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## Scope and coverage

- Insight into the role mobile technology is playing in the uptake of novel eDetailing formats
- Discussion of how physicians continue to expect to be incentivized in order to participate in an eDetailing
- Analysis of physicians' experiences with the quality and delivery of seven different types of eDetailing sessions
- Examination of the several key ways to better target physicians who would be open to participating in eDetails

## Key findings and highlights

- Datamonitor finds that the types of eDetailing that is used by most physicians (e.g. online slideshow presentations and interactive websites) are not necessarily the types of details that physicians report to be of the highest quality or most ideal mode of delivery.
- Datamonitor finds that the provision of honoraria, or medically relevant gifts, is the incentive preferred by the greatest number of surveyed physicians across the US, Western Europe and Japan. Furthermore, the lack of honoraria is a key reason physicians cite for restricting the uptake of eDetailing in general.
- Datamonitor finds that eDetails delivered via handheld computers or mobile phones were accessed by only about 10 per cent of surveyed physicians in the US; however, of those 10 per cent most ranked these sessions near excellent in quality and delivery combined

## Why should you buy this Brief?

- **Identify** critical factors that restrict the uptake of eDetailing among physicians in key markets
- **Understand** what makes an eDetailing session superior in both quality and delivery in the eyes of physician in the US, Western Europe and Japan
- **Target** physicians who are interested in eDetails more effectively by leveraging preferred methods of contact

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