



Omnichannel Engagements

Report Period: Jun 30, 2024 - Sep 29, 2024

Team

Primary Care 1

Hierarchy Level

Area

Market

Respiratory

Product

Product A

Summary

Trended

Executive



8,956
Total Calls



28%
Email Open Rate



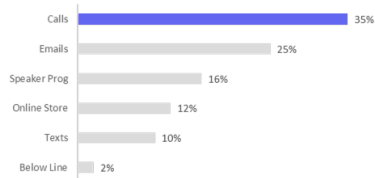
Reach dropped for High Priority Targets in Q3 from 89% to 72%



Recommended to switch to Remote calls based on 43% higher engagement with Low Access HCPs

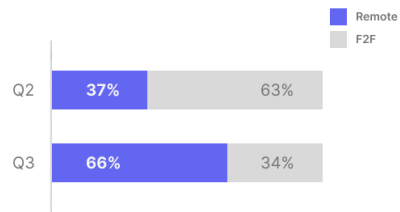
Calls Lead Engagement Contribution

Comparison of effort across channel



Remote Calls Take Maximum Share

Remote calls nearly doubled from Q2 to Q3





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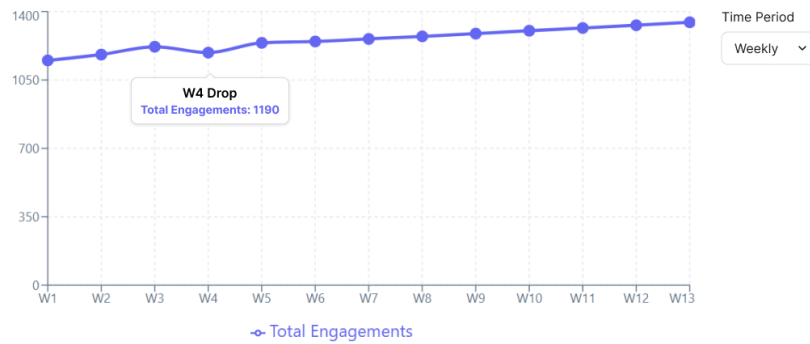
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Total Engagements Trend

Despite a slight drop in W4, overall engagements were consistent over the past 13 weeks





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QTD Performance by Hierarchy

Detailed breakdown across organizational levels

Nation	Area	Region	District	Territory	Calls	Interactions	Weighted Total	Eng/
USA	-	-	-	-	8,956	10,124	63,478	
USA	Northeast	-	-	-	2,847	3,214	20,145	
USA	Southeast	-	-	-	2,214	2,508	15,789	
USA	Northeast	New England	-	-	1,456	1,647	10,325	
USA	Northeast	New England	Boston Metro	-	687	778	4,872	
USA	Northeast	New England	Boston Metro	BOS-001	342	387	2,425	
USA	Northeast	New England	Boston Metro	BOS-002	345	391	2,447	