

# BEYOND REACH: ENABLING THE NEW ERA OF DIGITAL-FIRST PHARMA

**When the internet became part of everyday life, it reshaped how people communicated, learned, and worked. Today, we face a similar shift: Gen Alpha is the first generation to grow up with AI as a native presence.**

For pharma, this generational change is already visible. Gen Z is now the third-largest generation in the UK workforce, surpassing Baby Boomers in 2024. <sup>(1,2)</sup>

On one side, younger millennials and Gen Z are entering commercial roles expecting real-time feedback, digital tools, and purposeful engagement. On the other, early-career healthcare professionals (HCPs) are themselves digital natives, favouring peer-to-peer learning, remote engagement, and science-first content over traditional detailing. <sup>(3)</sup>

In this environment, it is no longer about persuading reps to adopt CRM systems or hybrid formats - they expect it. Field teams demand tools that match the speed and standards of their digital lives. Yet the disconnect remains: IQVIA reports that in the UK, alignment between HCPs' preferred and actual engagement is only 38%. This gap signals an urgent need to redefine commercial excellence. <sup>(3)</sup>

## THE EVOLVING LANDSCAPE OF COMMERCIAL EXCELLENCE

### HCP and Marketing Perspective:

#### Engaging Gen Z HCPs

Younger HCPs are four times more likely to adopt new treatments and strongly influence digital peer communities <sup>(4,5)</sup>. Prioritising them alongside traditional KOLs builds long-term advantage.

#### Omnichannel as Standard

HCPs now expect seamless movement across digital, remote, and face-to-face touchpoints. Achieving this requires integrated data, cross-functional alignment, and AI-supported orchestration <sup>(6,7)</sup>.

#### AI-Enabled Personalisation

Digital natives demand tailored, science-first interactions. AI enables adaptive content journeys, timely insights, and relevant engagement <sup>(6,8)</sup>.

### Field Force Perspective:

#### From Training to Immersive Enablement

Digital-native reps reject static materials. They want mobile-first, scenario-based tools and AI simulations reflecting real HCP conversations <sup>(9,10,11)</sup>.

#### Coaching at Scale

Managers can't do it all. Virtual coaching, AI mentors, and performance analytics deliver consistent, personalised support while easing managerial load <sup>(12,13)</sup>.

#### The Opportunity: Commercial Excellence for a New Generation

The future of commercial excellence isn't just digital - it's human + digital by design. Pharma will always depend on human trust, compliance, and judgment, but digitalisation demands sharper insights and faster execution. AI is the enabler, scaling personalised engagement and accelerating strategy <sup>(8)</sup>.

Yet training personalisation lags. Only 30% of pharma reps get personalised coaching <sup>(14)</sup>, though bridging this gap can drive a 545% ROI through gains in productivity, service, and retention <sup>(15)</sup>.



AI trainers address this gap. Tools like AVA AI Trainer by Vivanti <sup>(16)</sup> deliver just-in-time coaching, letting reps rehearse new strategies and messaging before engaging HCPs. The result: faster adoption, consistent omnichannel execution, and clear performance insights for managers.

## WHERE PHARMA GOES NEXT

Pharma can no longer afford to treat digital as a channel or training as an afterthought. The next wave of commercial excellence depends on:

- Equipping reps with intelligent, embedded tools
- Orchestrating personalised, omnichannel HCP journeys
- Recognising digital-native HCPs as a strategic audience

Companies that invest in modern enablement will set tomorrow's standard. The future of pharma is not just digital, but fluent...and fluency must be taught.

The tech is here. The real test: are your reps ready?

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