

# How are Medical Practices and Facilities Preparing for the Possibility of a Winter COVID-19 Infection Surge?

As new COVID-19 variants continue to emerge, and we enter the traditional cold and flu season, many medical experts from around the globe are predicting a winter 2022 surge in new infections, similar to 2020 and 2021.



*"We do not want the 2021 winter. We are in 2022, when we now know how to protect ourselves and our communities."*

—Dr. Ilan Shapiro, Chief Health Correspondent & Medical Affairs Officer, AltaMed<sup>1</sup>

In reaction to the initial onset of the pandemic in early 2020, medical practices and facilities throughout the United States placed restrictions, government mandated or otherwise, on daily operations and interactions between healthcare professionals (HCPs) and both their patients and healthcare industry (pharma, MedTech, etc.) representatives.

For this latest infographic, we surveyed our industry-leading HCP database to help us understand how U.S.-based medical practices and facilities, and individual HCPs, are preparing for the possibility of a winter infection surge.

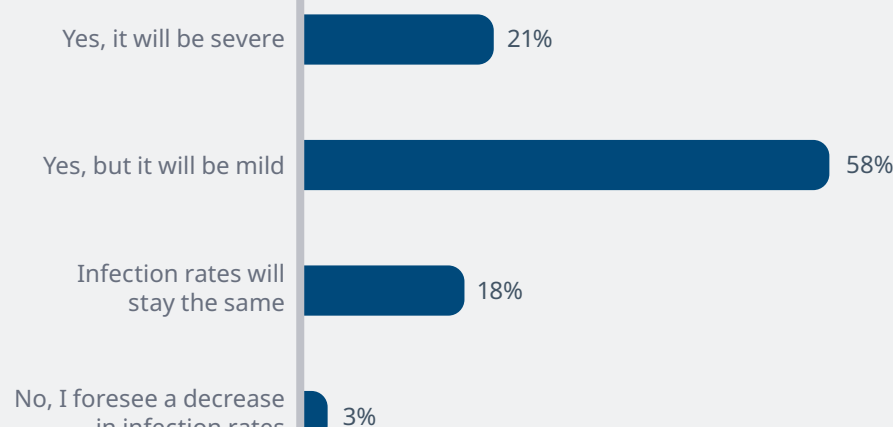
## Nearly 80% of surveyed HCPs feel that there will be a "severe" or "mild" winter 2022 COVID-19 infection surge in the United States



WHEN ASKED:

*"In your opinion, will the United States see a winter 2022 COVID-19 infection surge?"*

Responses were as follows:



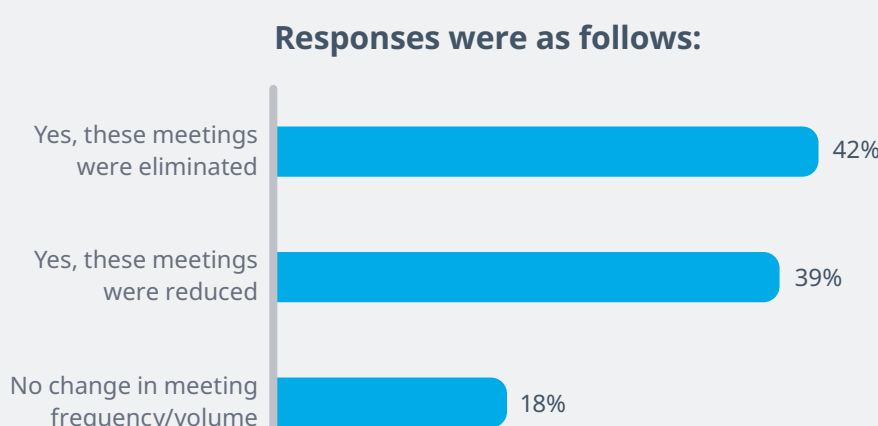
## In reaction to the initial 2020 COVID-19 infection surge, over 80% of surveyed HCPs report that their medical practice or facility either eliminated or reduced face-to-face meetings with healthcare industry reps.



WHEN ASKED:

*"Following the initial 2020 COVID-19 surge, did your practice or facility restrict face-to-face interactions between HCPs and industry representatives (pharma, MedTech, etc.)?"*

Responses were as follows:



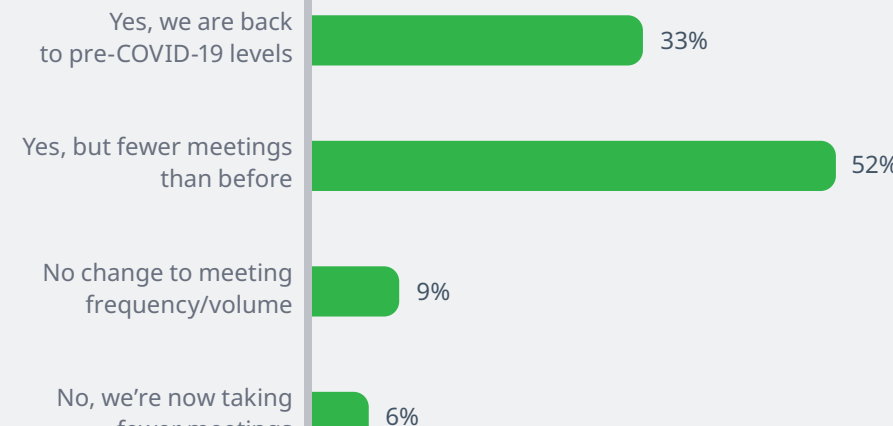
## As COVID-19 infection rates have declined, and related restrictions have been eased or lifted, 85% of surveyed HCPs report that face-to-face meetings with healthcare industry reps have rebounded in recent months.



WHEN ASKED:

*"In recent months, have you seen restrictions to the frequency/volume of these meetings lifted?"*

Responses were as follows:



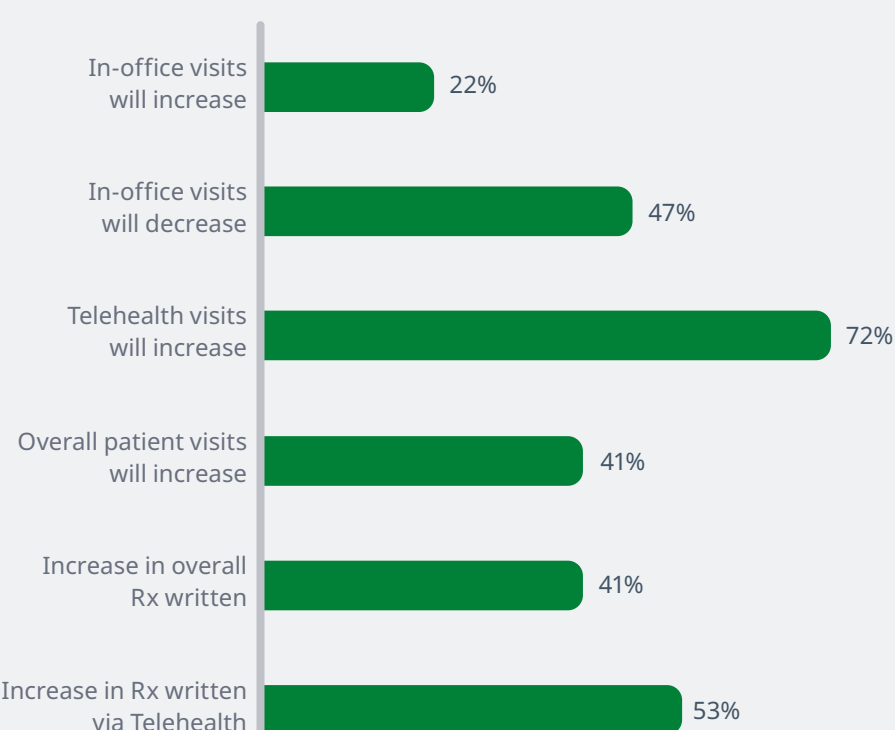
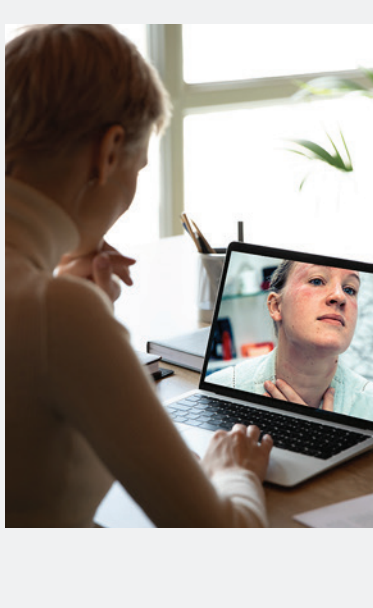
## Surveyed HCPs see telehealth playing a major role in the event of a winter 2022 COVID-19 infection surge, with 72% anticipating an uptick in patient visits and 53% predicting an increase in Rx written via telehealth.



WHEN ASKED:

*"How would a winter 22/23 COVID-19 surge impact interactions with patients at your medical practice or facility? (Choose all that apply)"*

Responses were as follows:



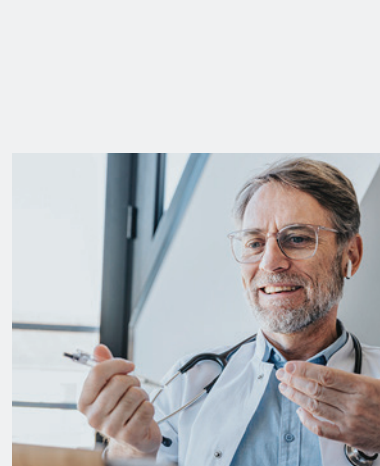
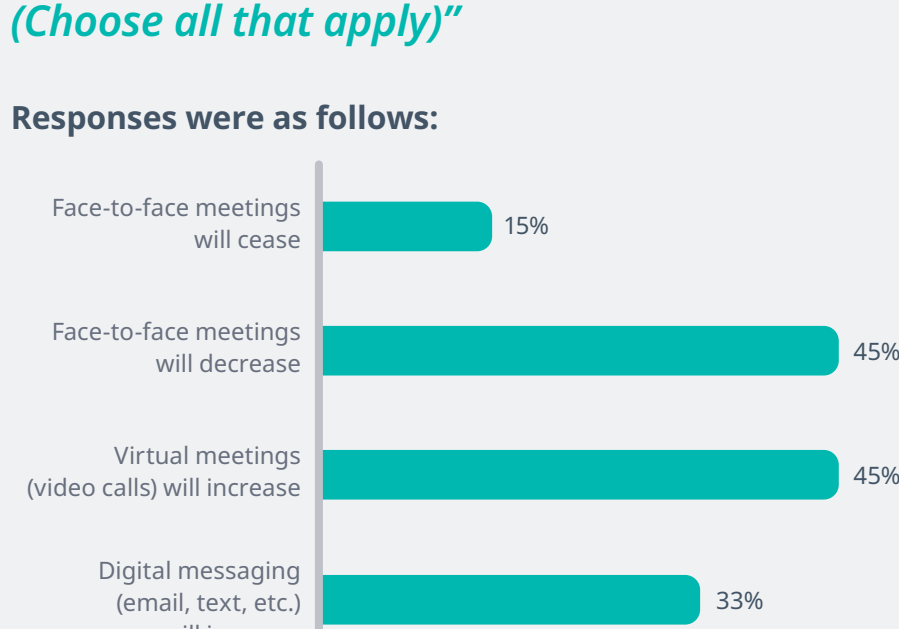
## While 45% of surveyed HCPs anticipate a decrease in face-to-face meetings with industry reps if a 2022 COVID-19 winter infection surge occurs, the same percentage feel that this will be offset by virtual meetings and video calls.



WHEN ASKED:

*"How would a winter COVID-19 surge impact how HCPs at your practice/facility interact with healthcare industry representatives? (Choose all that apply)"*

Responses were as follows:



FREE RESPONSE QUESTION:

*"In your opinion, has COVID-19 fundamentally changed how you, and other HCPs at your medical practice or facility, interact with healthcare industry (pharma, MedTech, Etc.) representatives?"*

Technically, yes. However, I don't think it should and I do my best to return to pre-COVID levels unless the patient insists otherwise."

Less reps call on me. I am seeing some telehealth visits."

Initially most everything moved to virtual but is now moved to normal and most have no desire to return to COVID restrictions."

Virtual meetings much more common."

Yes, switching from in-person to virtual visits and digital contacts."

1. A New Wave of COVID-19 Is Coming. Here's How to Prepare. (2022, May 4). P360. <https://www.wdtn.com/news/will-we-see-a-winter-covid-surge/>

Disclaimer: The above data was collected from an anonymous survey of the IQVIA HCP email database. All respondents participated on a voluntary basis and received no compensation of any kind. Survey results and inferred statements presented in the infographic are intended to be directional and not necessarily statistically significant.