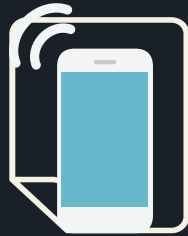


Distributor reps' role

**During
COVID-19**

What they are doing right now

Making phone calls



Nearly 100% of rep respondents said that they are not seeing customers in person, but are working their phones almost 12 hours/day

Relying on relationships



Both with their customers and with their manufacturer partners to help work through this situation

Staying incredibly relevant to their customers



Reps said that they are more relevant to their customers than ever before

What they need right now

Clear Communication



Reps said they need clear, honest information from the manufacturers, especially on PPE products as to how long things are going to be out, when they're supposed to come in

Support



With their workload right now, reps report that morale is low. They need support of manufacturers to help them as they serve their customers and reminders that they are appreciated for the work they are doing

Information to help them and their customers



As their roles as expand, they need more information and solutions that they can bring to their customers. Reps are getting better with mass communication to provide supportive resources to providers

What their customers need right now

Help with PPE products and forecasting



Business Planning help



Someone to listen



How are they supporting their *customers*



Making sure to communicate daily on PPE product updates and helping them forecast what their real needs are

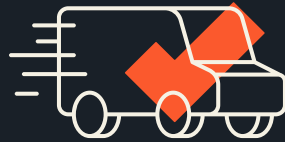


Providing help and guidance around practice assets, office hours, alternative visit options for patients, telemedicine



Listening to their customers' fears, concerns, and needs

What might change in the long-term?



A look at just-in-time delivery

Having just enough inventory on hand as a manufacturer, distributor, or provider will be a major area to consider in the future



An extra focus on preparedness

Reps will remember this season and will help their customers to stay prepared as best they can



Increased Customer Loyalty

Provider customers will likely remember who supported them during this crisis and distributor reps who serve their customers well during this time will be even more important to their customers in the future