

# DATA-DRIVEN SOLUTIONS

Unparalleled digital tools and platforms to find and engage the right medical experts, dive deep into literature and competitive intelligence, and uncover the insights that transform the trajectory of your brand

## KOL Identification and Profiling



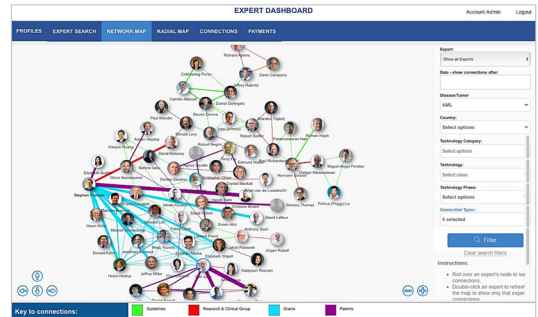
- ▶ Landscape analysis of therapeutic areas—all research, events, clinical trials, and associations of high relevance to the disease
- ▶ Identified, scored, and ranked list of experts with supporting data
- ▶ In-depth profiles of experts, sourced from publicly available information

Expert	Connections	Association Score	Total Score	Conference Score	Publications Score	Media Score	Total Score
Mark C. ...	307	100	202	100	100	100	250
...	...	...	...	...	...	...	202
...	...	...	...	...	...	...	194
...	...	...	...	...	...	...	164
...	...	...	...	...	...	...	163

## KOL Mapping Platform



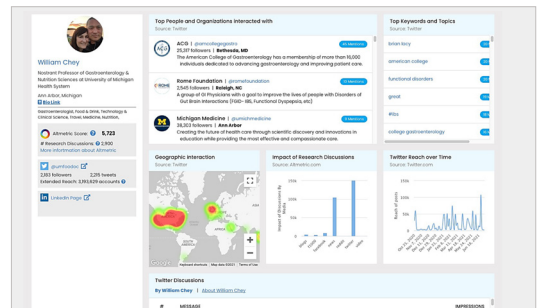
- ▶ Comprehensive profiles and Key Opinion Leader (KOL) analytics
- ▶ In-depth relationship network mapping and detailed connections
- ▶ Segmentation mapping and Rising Star identification
- ▶ Real-time scoring and weighting on aggregated expert data



## DOL Map



- ▶ Identification and analysis of top Digital Opinion Leaders (DOLs), along with reach, impact, activity, and messaging
- ▶ Real-time DOL Profile pages capturing impact and social discussions by and about each expert
- ▶ Network analysis capturing discussions between DOLs
- ▶ Powerful full-text search of social media conversation content



## Expert Engagement Tracker



- ▶ Record interactions, engagements, surveys with HCPs and KOLs
- ▶ Ad hoc filtering and engagement reporting
- ▶ In-depth profile pages containing calendar tool to plan and track engagements over time
- ▶ User level customized access

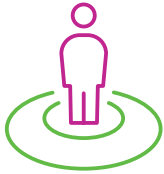
HCP Engagement Database

HCP Type: MD | Tier: 2 | KOL: [ ]

Number of Commercial Engagements per Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total
Contracted Speaker	-	-	-	-	-	-	-	-	-	0
Invited to Be Engaged	-	-	-	-	1	1	3	2	1	6
Events Attended	-	-	-	-	-	-	1	2	1	4
Events Declined	-	-	-	-	1	1	1	-	-	3
Speaker/Moderator Events	-	-	-	-	-	-	-	-	-	0
Total Ad Bids Attended	-	-	-	-	-	-	-	-	-	0

# CASE STUDY

DOL Map identifies, maps, and engages DOLs to deliver real-time impact analytics, network maps showing the connections among DOLs, and in-depth DOL profile pages that outline each DOL's digital footprints.



## Situation

Our client wanted to increase awareness among clinicians of an ultra-rare, debilitating genetic disease in order to support patient identification efforts. Field insights made it clear that in addition to known KOLs, there was a large cohort of DOLs with significant influence online who they were not reaching.



## Objectives

- ▶ Identify and profile DOLs with the most relevance to the brand and the disease state using our state-of-the-art proprietary data platform, **DOL Map**.
- ▶ Monitor DOL digital activity and plan impactful engagements with selected DOLs geared toward elevating awareness of the ultra-rare disease.



## Approach

- ▶ Utilize **DOL Map**, to glean invaluable insights about the community, including reactions to new research and relevant events.
- ▶ Use these insights to measure program effectiveness in parallel with in-progress social and email awareness campaigns.

## Outcome

Using Precision AQ's platform, **DOL Map**, our client was able to monitor disease awareness and drive effective engagement opportunities with DOLs. Results from the project include:

- ▶ Identified and profiled 50 DOLs
- ▶ Analyzed 5,000+ discussions involving these DOLs over the past 5 years
- ▶ Used real-time data collection to measure the amplification of client's recent clinical data readout at a congress – 5 new conversations reaching 10,000+ followers about research were captured within 2 days

Ongoing social and email campaigns have been deployed targeting relevant HCPs, and the platform has aided greatly in measuring changes in awareness and shaping engagement strategy throughout the year.

Our client continues to utilize **DOL Map** to measure program effectiveness and disease awareness to guide ongoing marketing decisions.

**To learn more about KOL Data Solutions and Precision AQ, contact:**

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