

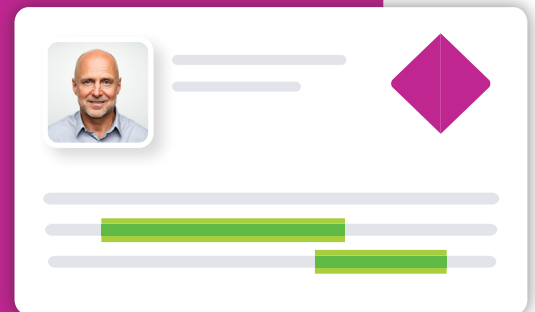
## IDENTIFY. ACTIVATE. AMPLIFY.

### Surfacing the right digital voices for your brand

Most healthcare providers spend nearly 1,000 hours annually reading scientific and medical information online—a tremendous opportunity for your brand. But they want authentic insights from their peers. Now a unique solution helps you find the right digital opinion leaders (DOLs) for your omnichannel brand strategy. **Introducing Navigator365<sup>®</sup> Matrix.**

### The Actionable Insights to Deliver an Amplification Road Map

Matrix's proprietary algorithm goes deep to mine millions of digital interactions from a curated group of thousands of DOLs, measuring 4 key factors as they relate to your specific brand goals. Matrix combines the results for each DOL's reach, relevance, resonance, and rhythm into a single valuable metric: our **Digital Amplification Index (DAI)**.



## How to Identify the Right DOLs for Your Brand

### **REACH:** THE SPHERE OF INFLUENCE

Beyond follower count, true engagement reflects the value and interaction of the DOL's audience.

### **RELEVANCE:** THE AREA OF FOCUS

Identify those sharing scientific and medical information that is pertinent to your brand or disease state.

### **RESONANCE:** THE RIPPLE EFFECT

When some DOLs talk, their extended audiences listen.

### **RHYTHM:** THE FREQUENCY OF POSTING

Consistency builds audiences that anticipate and respond.

**Engage the right audience with the right channels, the right frequency, and the right message.**



# Tap Into the Digital Conversation

Identifying the right DOLs for your brand is the first step; now you need to activate those DOLs. Matrix is uniquely positioned to help, pinpointing areas of interest and educational gaps so you can collaborate with DOLs on relevant content creation—then measure and refine the output.



## **LEVERAGE** DOL strengths

View critical data, so you can know at a glance whether they are a researcher, collaborator, or content sharer; which other DOLs are in their network; even with which pharma companies they partner.



## **ACTIVATE** the right digital channels within your omnichannel framework

Evaluate disease state and product messages across digital channels, measuring relevant trends and identifying key knowledge gaps.



## **ADJUST** your digital strategy

Track the reach and engagement of your messaging in near-real time across digital channels—and benchmark your scientific share of voice against that of your competitors.



## **AUGMENT** your conference planning

Filter relevant conference information, from which DOLs are there, to which posters and presentations create buzz, to social media by and about each DOL at the conference.

## Amplify Your Digital Voice



Discover how Precision AQ's Navigator365® Matrix can help you find and engage the right medical experts and digital influencers—and transform the trajectory of your brand.

[Connect with our Strategy and Insights Team to schedule your demo today](#)



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▶ **Navigator365® Matrix** is one component of the Navigator365 platform for Omnichannel Customer Engagement.

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