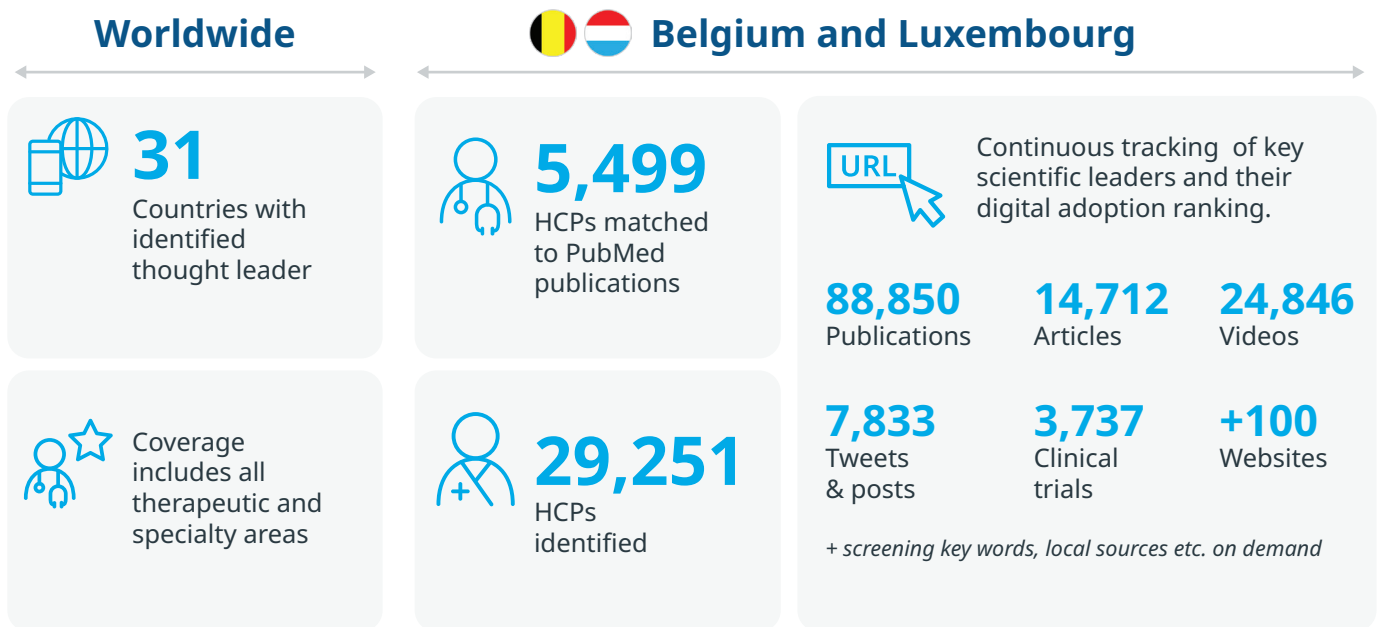


OneKey™ Accelerated Insights

Ongoing monitoring tool for **digital & scientific online sources** to identify HCP key scientific and digital leaders

When you leverage a thought leadership network, brand adoption increases by 25%

Energize your brand by identifying digital and scientific **thought leaders** and their **peer networks**. IQVIA will consult with your team to create a comprehensive strategy engage your primary target audience, while simultaneously measuring results.



ADDED VALUE OF ACCELERATED INSIGHTS:

- **Instant identification** of both digital & scientific Experts for all indications & sub indications/**all specialties**
- Identify top thought leaders through comprehensive digital and scientific **scoring, ranking, segmentation, and profiling**
- Develop leading **engagement plans** with expert services tailored to fit your every need
- Web viewer to **access constantly updated HCPs' Insights**, enriching and then tracking **both Digital & Scientific Activities** from global & local country channels

Every day we monitor millions of sources across **digital platforms** and **scientific outlets** in order to identify, match, and link new leading opinions and ideas with our OneKey Core reference database. The data in OneKey Accelerated Insights drives a **customer-centric view** with a focus on **centralized commercial engagement** so that your brand messaging can target a refined network of leading global experts.

18 Digital score	18 Scientific score	Overview	Mentions (9)	Social account (3)	Scientific content (68)	Top collaborations (6)
-------------------------	----------------------------	----------	--------------	--------------------	-------------------------	------------------------

DAVID BOUCHER, Doctor #WBEM06016450

Birth Year: 1966 | Graduation year: 1997
Gastroenterology | Oncology
GI oncologists, MD, PhD

Digital insights 100%

Presence Activity Audience

- 340 Followers
- 5662 Tweets
- 500 Relations
- 2 Social mentions

Scientific insight 100%

Presence Activity Audience

- 314 Publications
- 45 Relations
- 727 Relations
- 646 Publications
- 10 Congresses
- 4 Clinical trials

Member at CONSEIL SCIENTIFIQUE, FFDC, DIJON – COTE D'OR

Hospital practitioner at CONSULT GASTRO ENDOSCOPIES FD1, DEPARTMENT ONCOLOGIE MEDICALE, VILLEJUIF CEDEX – VAL-DE-MARINE

5662 Tweets | 340 followers | 57 followed
GI oncologist, MD, PhD, @davidboucher

President, Gastrointestinal Group

Pierre conroy
Oncology

ICL ALEXIS VAUTRIN, VANDOEUVRE LES NANCY CEDEX

OneKey ID

Top collaborations

Identified with OneKey IDs

R_G 314 Publications | 45 Relations | 13011 Reads | 7536 Citations

ONEKEY ACCELERATED INSIGHTS: OVERALL DATA COLLECTION PROCESS

OneKey CORE

114 Countries
21,5M HCPs

PubMed
32M Publications

OneKey matching process

OneKey ACCELERATED INSIGHTS

Thought leader identification
Continuous matching and maintaining of **3,5M** HCPs

Product launch and fast-track solutions
Additional thought leader network services:

- Peer network mapping and profiling
- Engagement planning with recommendations for resource allocation across all channels
- Engagement enablement tracking, and measurement

Regional sites, Newspapers, Blogs, Journals:
LinkedIn
R_G
Twitter
ClinicalTrials.gov
YouTube