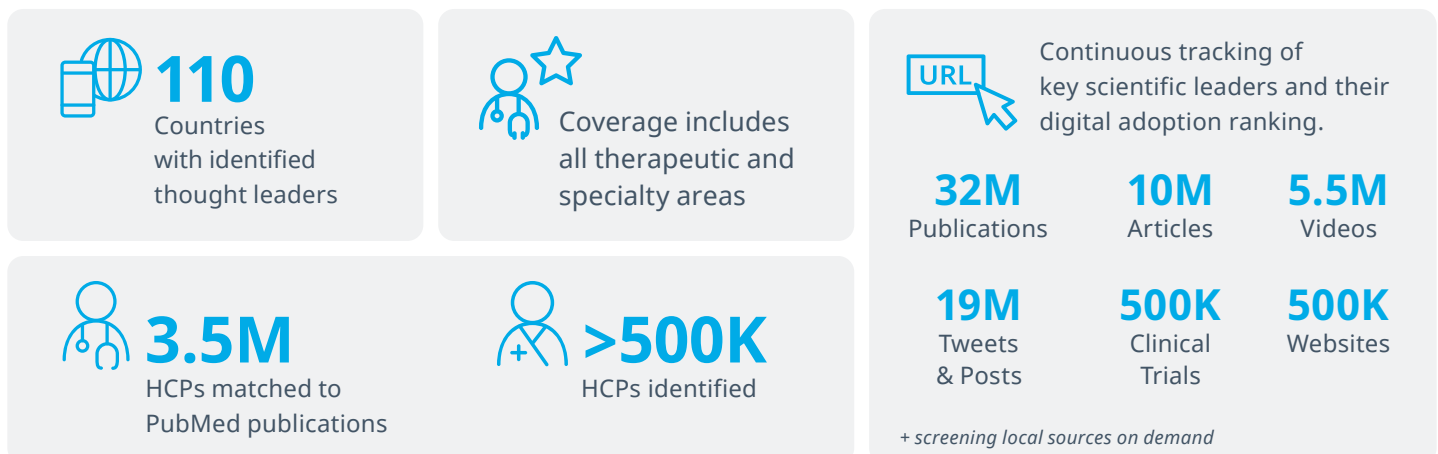


Accelerate Insights

Ongoing monitoring of 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 to engage your primary target audience, while simultaneously measuring results.



Solutions:

- 

Drive unparalleled thought leadership programs to the right therapeutic and specialty areas while reaching around the globe
- 

Identify top thought leaders through comprehensive digital and scientific scoring, ranking, segmentation, and profiling
- 

Use the industry's most convenient technology for flexible delivery, personalized with portals and pre-built integration services
- 

Develop leading engagement plans with expert services tailored to fit your every need

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 into our OneKey database. This data 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.

DIGITAL SCORE **18**
SCIENTIFIC SCORE **18**
OVERVIEW
MENTIONS (9)
SOCIAL ACCOUNTS (3)
SCIENTIFIC CONTENT (68)
TOP COLLABORATIONS (6)

DAVID BOUCHER, Doctor

#WUSM06016450
 Birth Year: 1966 | Graduation Year: 1997
Gastroenterology | Oncology
 GI oncologists, MD, PhD

DIGITAL INSIGHTS

Presence Activity Audience **100%**

340 Followers
5662 Tweets

314 Publications
45 Relations

500 Relations
7 News/Blog Mentions

2 Social Mentions
7584 Impact Factor

SCIENTIFIC INSIGHT

Presence Activity Audience **100%**

64 Publications
6 4

727 Relations

10 Congresses
456 Sponsors

4 Clinical trials
10 Grants

Healthcare Provider at Mount Sinai Beth Israel
Mount Sinai Health System, NEW YORK - NY

Healthcare Provider at Maimonides Medical Center, BROOKLYN - NY

5662 Tweets | 340 Followers | 57 Followed
GI oncologist, MD, PhD, @davidboucher

President
Gastrointestinal Group

Peter Conroy
Oncology OneKey ID

Mount Sinai Beth Israel, Mount Sinai Health System, NEW YORK - NY

DIGITAL INSIGHTS

Presence Activity Audience **25%**

248 Publications
100 Mentions

244 Mentions
68 Relations

2 Social Mentions
2 Impact Factor

SCIENTIFIC INSIGHT

Presence Activity Audience **0%**

16 Publications
0 0

727 Relations

10 Congresses
456 Sponsors

4 Clinical trials
10 Grants

TOP Collaborations

Identified with OneKey IDs

R^G 314 Publications | 45 Relations | 13011 Reads | 7536 Citations

OneKey Accelerated Insights data collection

OneKey **PubMed**
110 Countries **32M Publications**
21.5M HCPs

OneKey
matching
process

500K thought leaders active across all therapeutic areas in 110 countries.

Regional sites, Newspapers, Blogs, Journals:

>500K Thought leaders active
All Therapeutic areas
27 Countries



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

CONTACT US

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