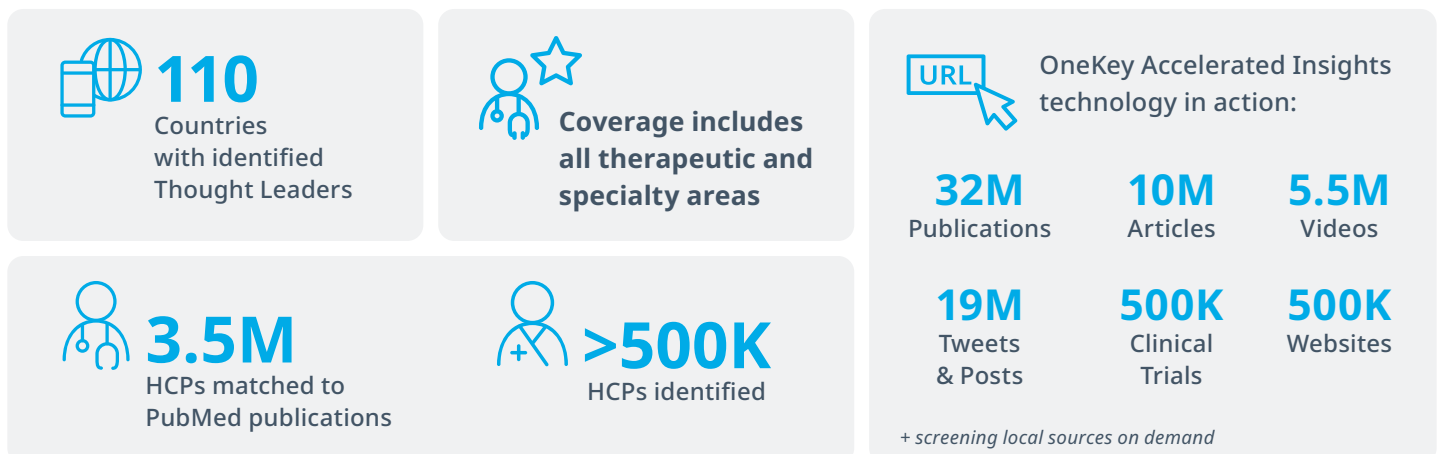


OneKey[®] Accelerated Insights

Drive better brand adoption!

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 Thought Leadership 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
-  Utilize the industry's most convenient technology for flexible delivery, personalized with portals and pre-built integration services
-  Develop leading Thought Leadership 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 Thought Leader insights 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 Thought Leaders.

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

R⁶ 314 Publications | 45 Relations | 13011 Reads | 7536 Citations

Peter Conroy
 Oncology OneKey ID

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

DIGITAL INSIGHTS 20% **SCIENTIFIC INSIGHT** 0%

340 Followers | 5662 Tweets | 314 Publications | 45 Relations

500 Relations | 7 News/Blog Mentions | 2 Social Mentions | 7584 Impact Factor

TOP Collaborations

Identified with OneKey IDs

OneKey Accelerated Insights data collection

OneKey
 110 Countries
 21.5M HCPs

PubMed
 32M Publications

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

OneKey matching process

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



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