

Activating Thought Leader Networks

Network Science supports effective Thought Leader targeting for the best launch and commercialization outcomes

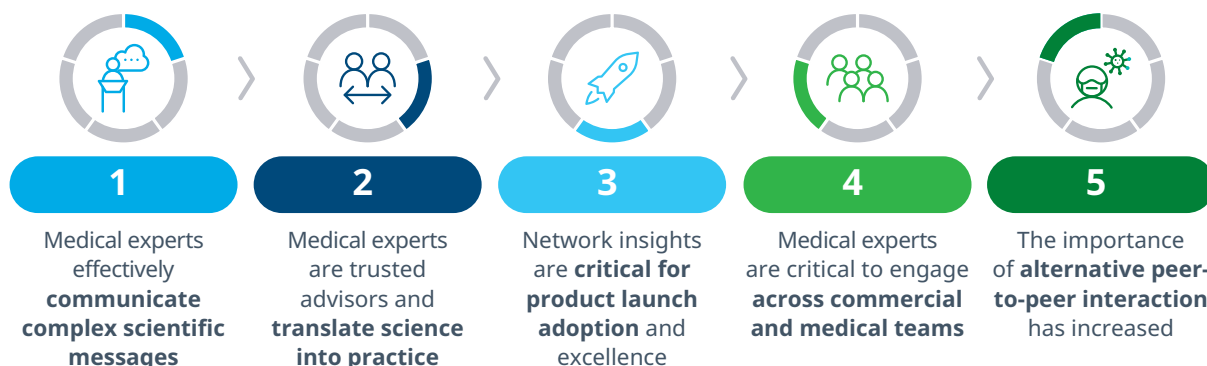
Understanding Thought Leaders and the impact these individuals have on healthcare provider (HCP) networks is foundational to planning for launch excellence. Thought Leaders exist at national, regional, and local levels, playing different roles in advancing product adoption through their network of HCP relationships. HCPs rely on trusted Thought Leaders for new learning and to support their decisions to try new therapies. Understanding which Thought Leaders are creating awareness and ultimately influencing adoption within their HCP networks will help you align your strategy with the most effective messaging and engagements to the most impactful HCPs at the right time.

Why is this important now?

HCPs rely on their trusted Thought Leaders now more than ever as a critical educational source for medical information.

Your success hinges on:

- Comprehensively identifying the Thought Leaders at ALL levels in your market
- Aligning the right Thought Leaders with each of your engagement opportunities
- Understanding the role and the sentiments of a Thought Leader regarding your therapy and the underlying science
- Proactively developing strategies to customize Thought Leader engagement and participation in support of your strategic objectives



Peer impact



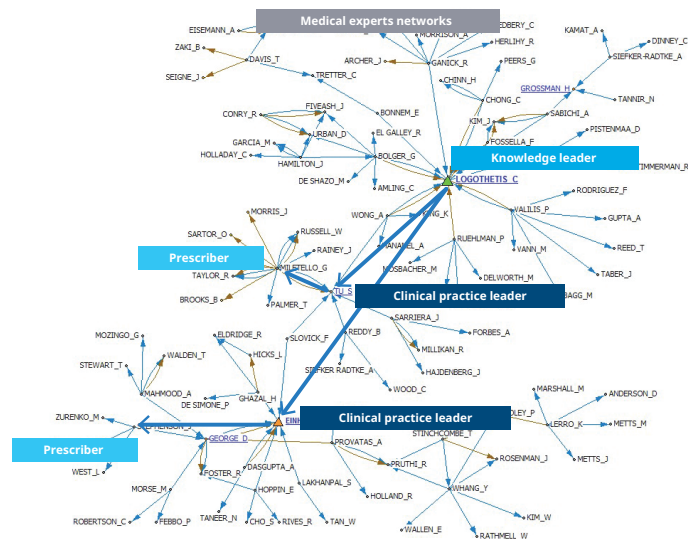
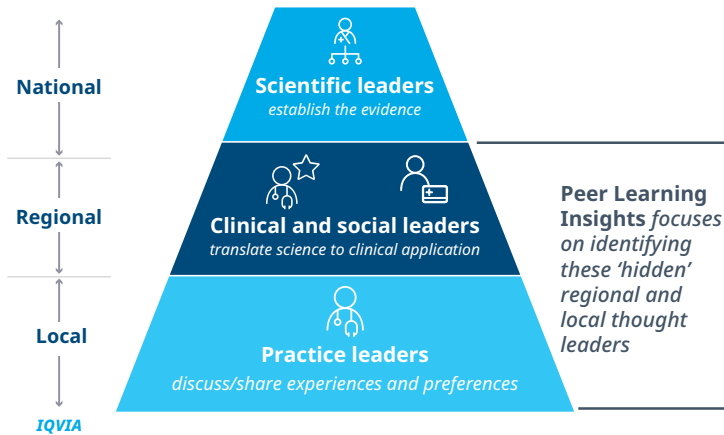
Communicate science



Drive adoption

Accelerate the adoption of health innovations by activating thought leader and peer networks

IQVIA research shows that when a medical expert adopts, the rest of their network adopts at a rate that is 25% higher than medical experts who do not adopt



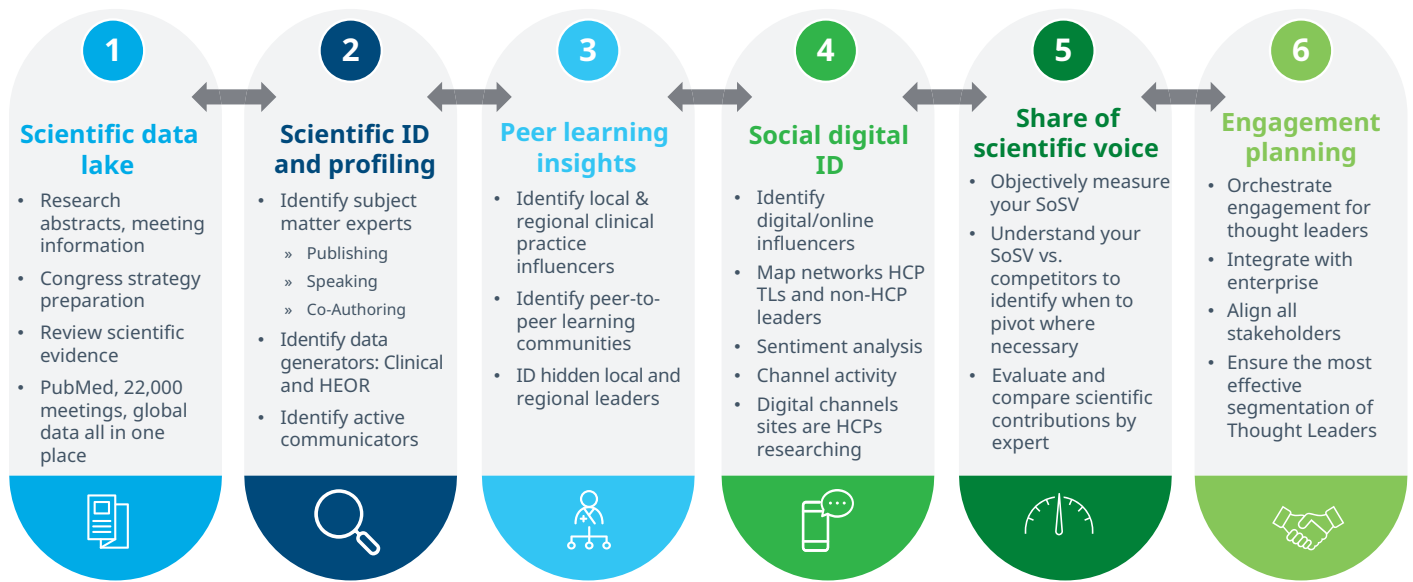
How is IQVIA’s Peer Learning Insights approach different?

IQVIA takes a comprehensive and integrated approach to Thought Leader identification, scoring, measurement, and engagement. We rely on comprehensive analyses of multiple, complementary data sources — both secondary and primary — to inform our network science approach. While common approaches assemble secondary data, including claims data, the IQVIA approach reaches further and deeper to produce unique and disease-specific insights not possible with secondary data analysis alone. We employ a methodical and collaborative approach to build a Thought Leadership database that is meaningful for your brand, franchise, indication(s), and therapy. We also provide an integrated and secure online database for simplified searchability that emphasizes user compatibility and quick insights.

Peer Learning Insights Overview

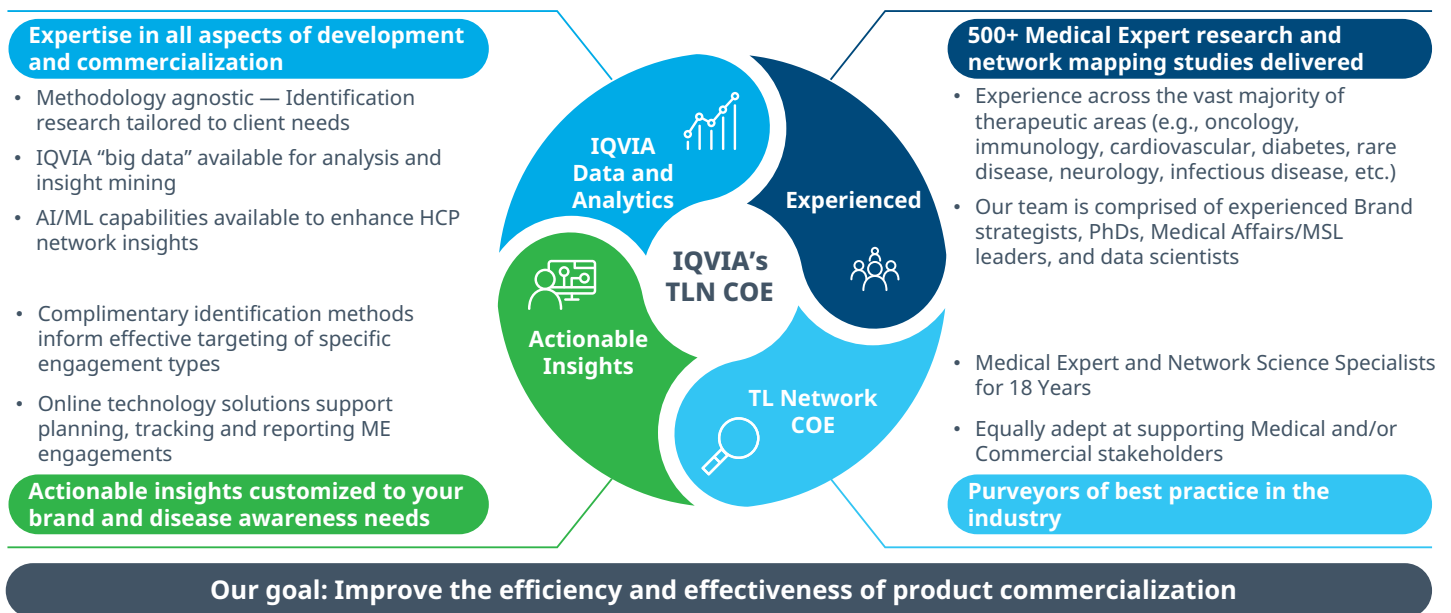
IQVIA’s Peer Learning Insights (PLI) enables precise targeting utilizing proprietary scoring, tiering, and segmentation to matching the “right” Thought Leaders to their naturally occurring networks. IQVIA’s Thought Leader Network (TLN) represents the pinnacle of industry best practice in the identification of Thought Leaders and their networks in all spheres of leadership: Scientific, Organizational, Digital, Social, Clinical, and Practice Leadership. Our approach provides insight into thought leadership, as well as the HCP networks that these leaders impact and shape behaviorally. The results are provided in an integrated online database that can be extended to provide a platform for proactive Thought Leader engagement planning.

IQVIA's methodologies ensure enabling your comprehensive Thought Leader / KOL strategy



Thought Leader Engagement Expertise

IQVIA can help you enable coordinated, next generation customer engagement across all channels for both the commercial and medical teams that will allow you to plan, track, and measure KPI's for all engagements.



The IQVIA Advantage

- Promotes success throughout your medical and commercial strategies for your brands and therapies via Thought Leader identification, scoring, and engagement planning/tracking
- Reveals Thought Leaders that are playing a critical role in the rate of adoption and are not found through traditional referral and volume identification methods
- Facilitates precise targeting aligned to your brand strategy to match the “right” Thought Leaders to their naturally occurring networks
- Enables coordinated, next generation customer engagement across all channels for both the commercial and medical teams
- Provides seamless integration with all IQVIA data and technology assets that focus on quality and compliance

