



The Launch -Engagement Playbook

Data-driven Approaches for
Optimizing HCP Engagement

A Launch-Engagement Playbook must capture Who to engage, How to engage and What to engage on



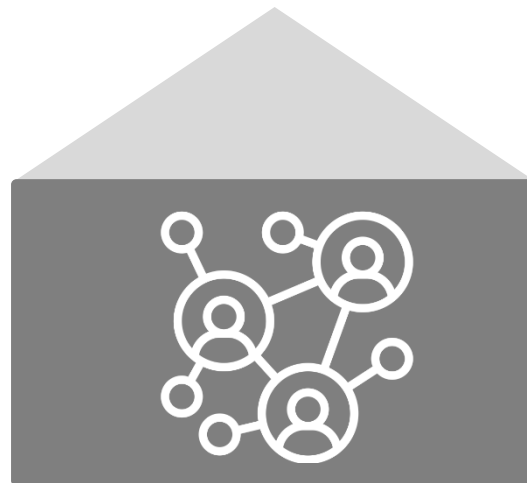
WHO

are the highest-impact clinicians?



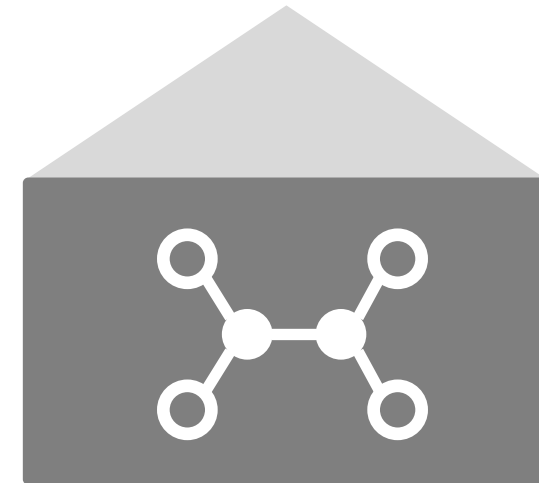
HOW

should engagement approach be structured?

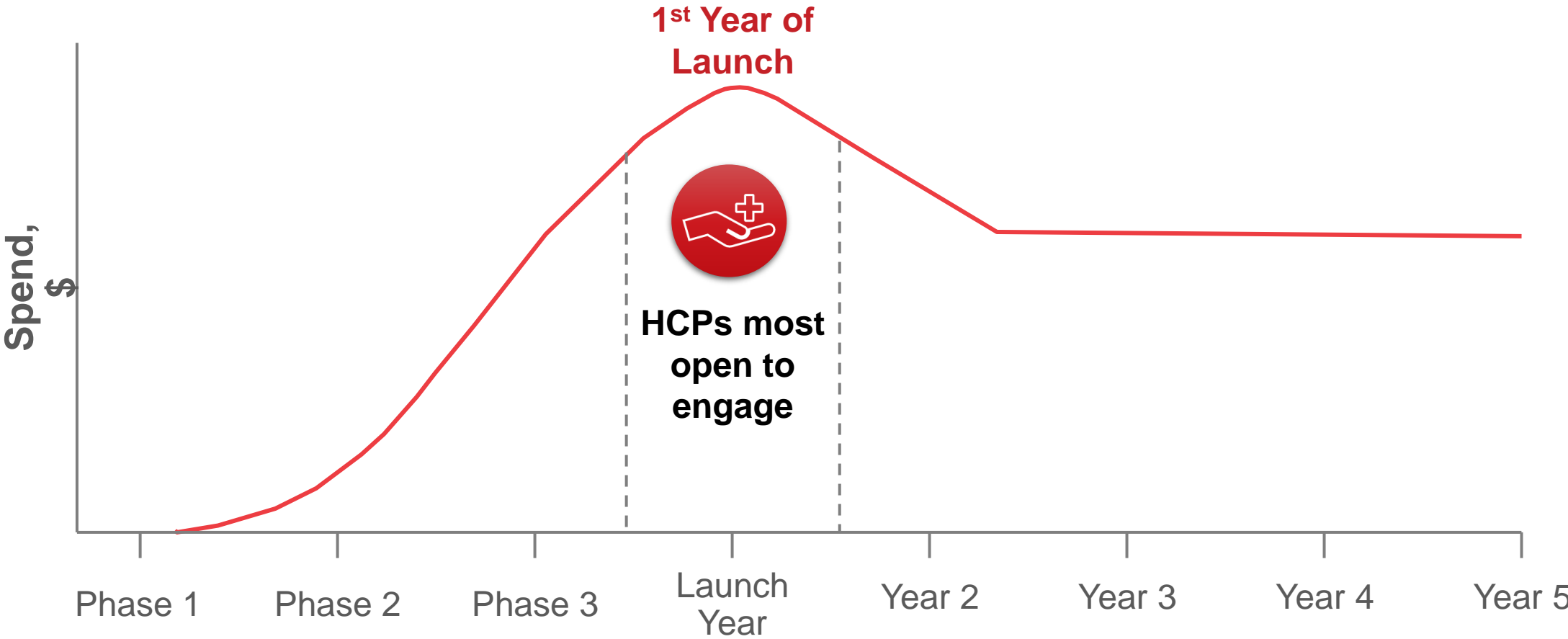


WHAT

topics should guide engagement?



To support launch, companies focus heavily on physician engagement during the first year of launch

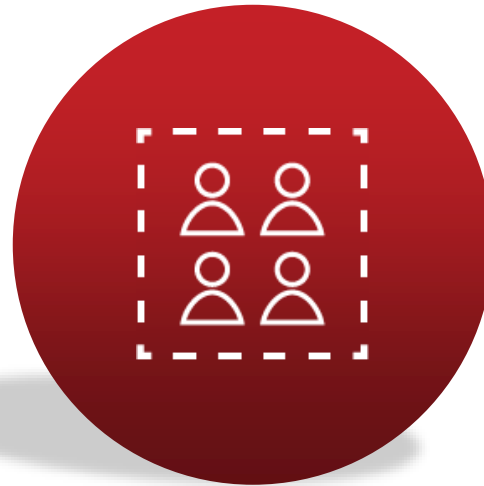


Source: 2019 ePharma Physician Report, Decision Resources Group

Analytics on patient-level data can support HCP prioritization to define an effective engagement strategy



Data Is a
Universal
Language

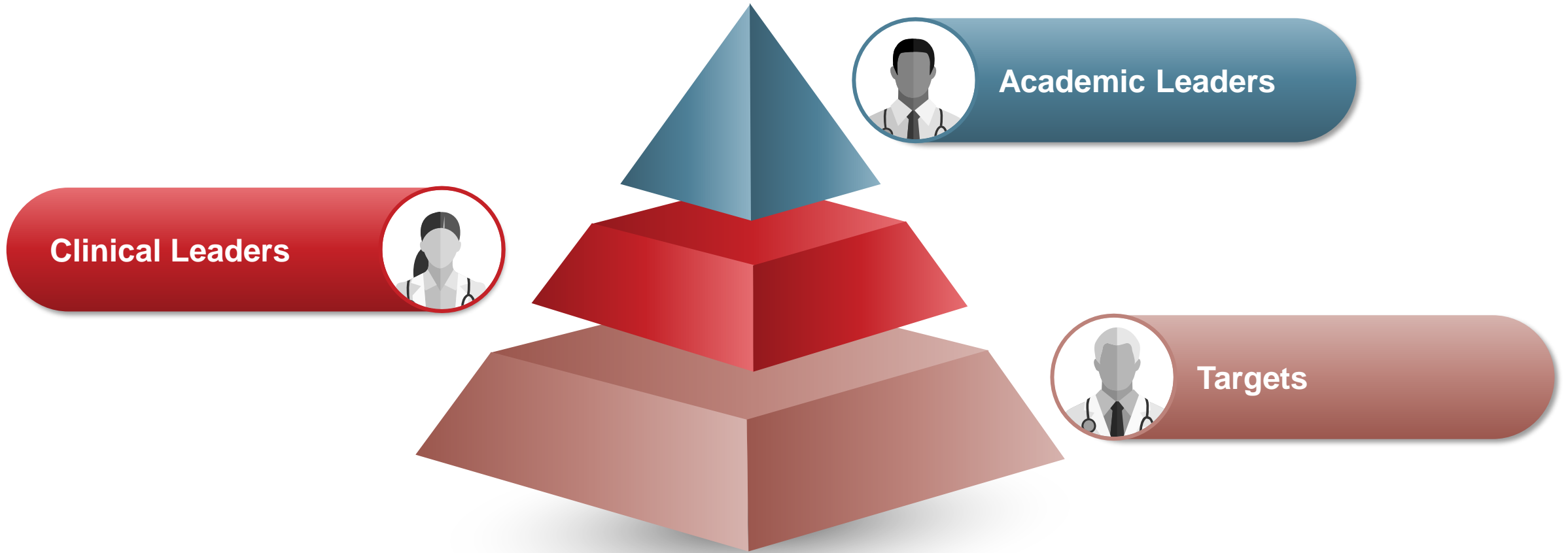


Potential to
Prioritize Across
All HCPs



Tie Together
Strategy and
Execution

A data-driven, rigorous assessment of leadership enables effective engagement to “all levels” of the pyramid



Academic Leaders are assessed by influence in the form of conferences, associations, guidelines, and publications



Association Leadership



Editorial Board Responsibilities



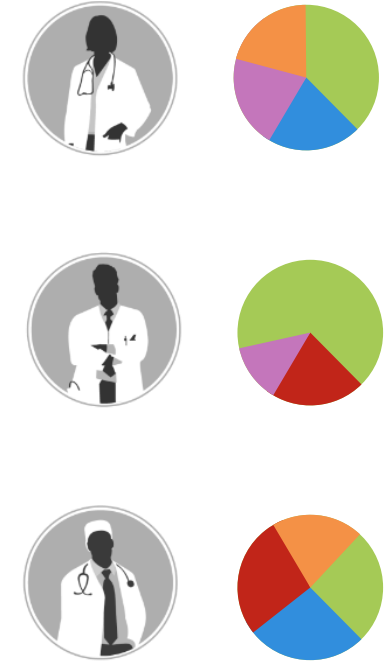
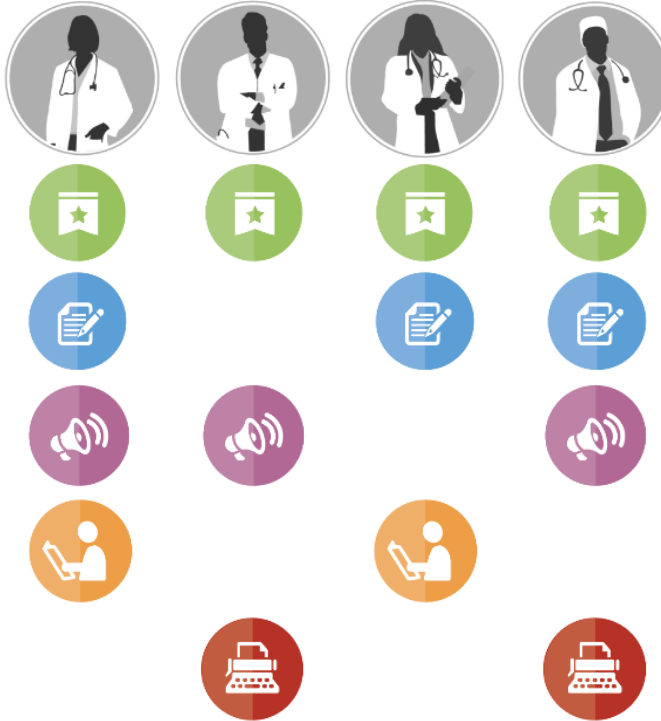
Guideline Members/
Authors



Publication Authorship



Conference Speakers



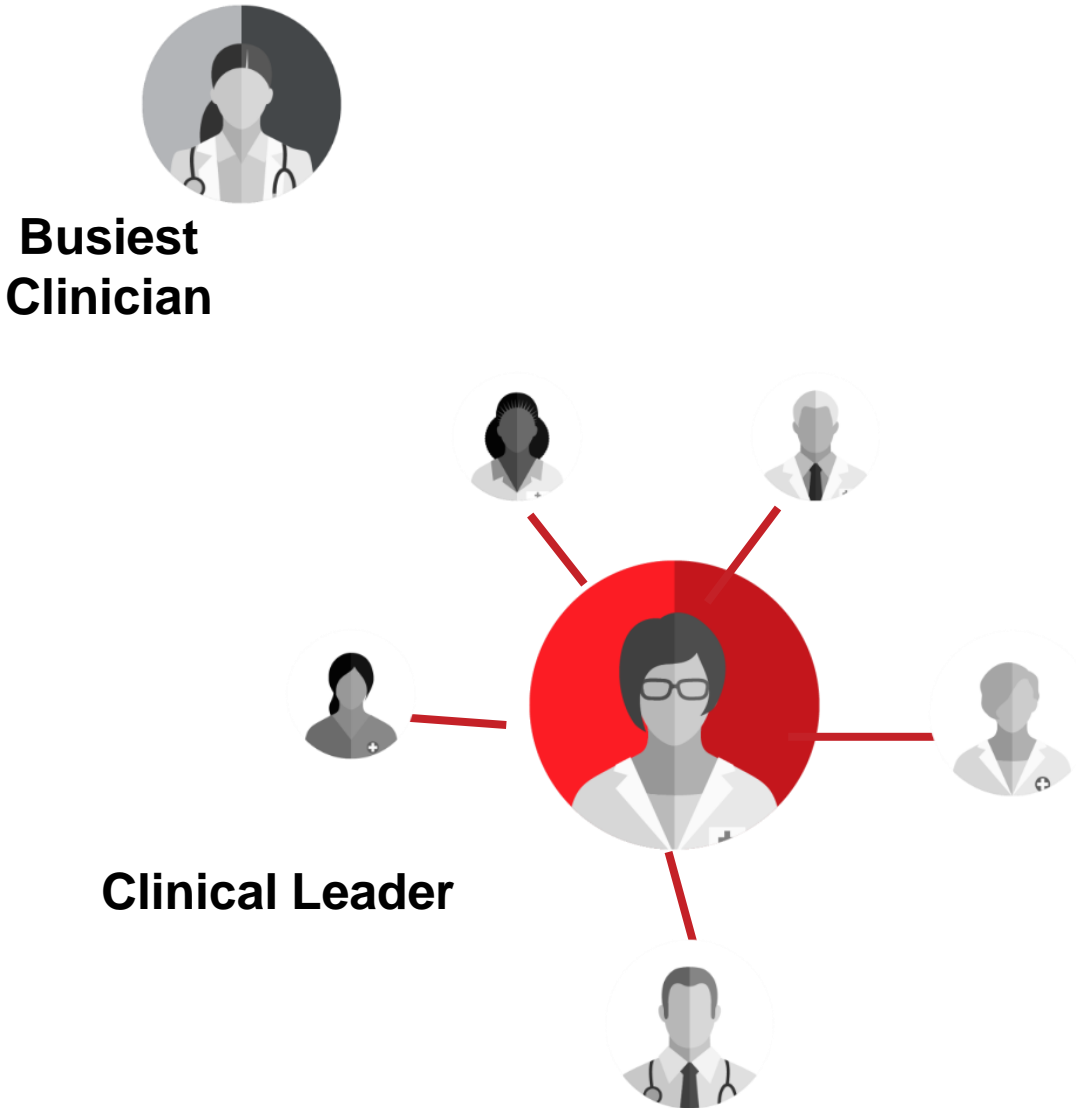
Programmatic mining and categorization of all publicly available data

Technology-assisted evaluation, disambiguation, and consolidation of extracted results

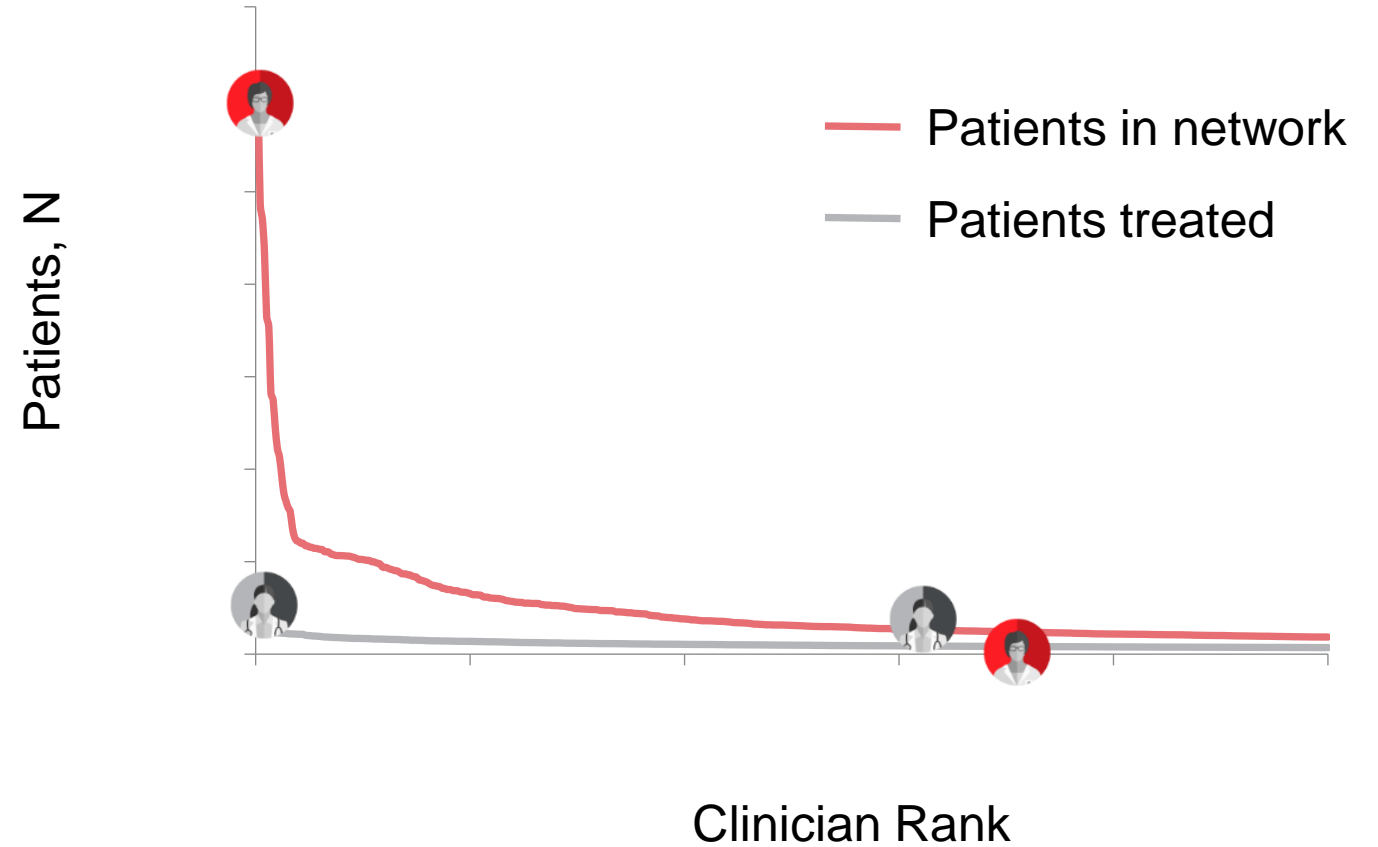
Programmatic analysis of objective expert-scoring indices



AI algorithms identify Clinical Leaders, who are not necessarily the highest volume HCPs but have the broadest networks



What is a Clinical Leader?



Integrating analytics provides a holistic assessment-here is an example prominent Academic Leader who does not have a clinical network



John Smith



**Professor,
Medical Oncology
Chief of Oncology**

ACADEMIC

Scoring

Experience	High
Communication	High
Innovation	High
Network	Medium

Publications

Overall Count	71
Overall Score	45.22
Trial Score	9.56
Industry Count	8

CLINICAL

Clinical Metrics

Network Decile	1
Treated Decile	4

INDUSTRY

Consulting / Speaking Fees by Year

2019	\$23,691
2018	\$9,309
2017	\$26,876
2016	\$7,246

2019 by Company

Genentech	\$7,182
Novartis	\$5,625
AstraZeneca	\$2,296

2019 by Brand

TAGRISSO	\$4,296
XALKORI	\$2,563
ALECENSA	\$1,835
Unknown	\$9,650

For illustrative purposes only.



In contrast, Clinical Leaders may fall “under the radar” based on academic profiling alone

Sally Jones



Medical Oncology

ACADEMIC

Scoring

Experience	Low
Communication	Low
Innovation	Low
Network	Low

Publications

Overall Count	3
Overall Score	1.1
Trial Score	2.1
Industry Count	2

CLINICAL

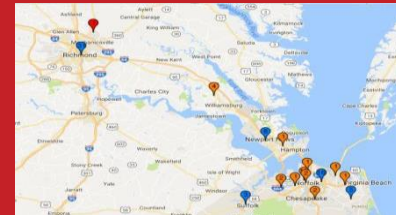
Clinical Metrics

Network Decile	10
Treated Decile	6

Top Network Members

- Mary Boone
- Karl Johnson
- Andrew Shelton
- Mark Booth
- Indria Gupta

Clinical Network



INDUSTRY

Consulting/Speaking Fees by Year

2019	None-Reported
2018	None-Reported
2017	None-Reported
2016	No Data Available

For illustrative purposes only.

A hand is shown with a glowing, digital fingerprint overlay. The fingerprint is composed of red and white lines, with several bright white spots. The background is dark with faint, red, monospaced text resembling code or data. The overall aesthetic is futuristic and tech-oriented.

PUTTING THIS TO WORK

Taking a Holistic Approach to
Engagement

To support launch, our client needed to identify influencers to receive disease awareness content and other educational information



Goals:

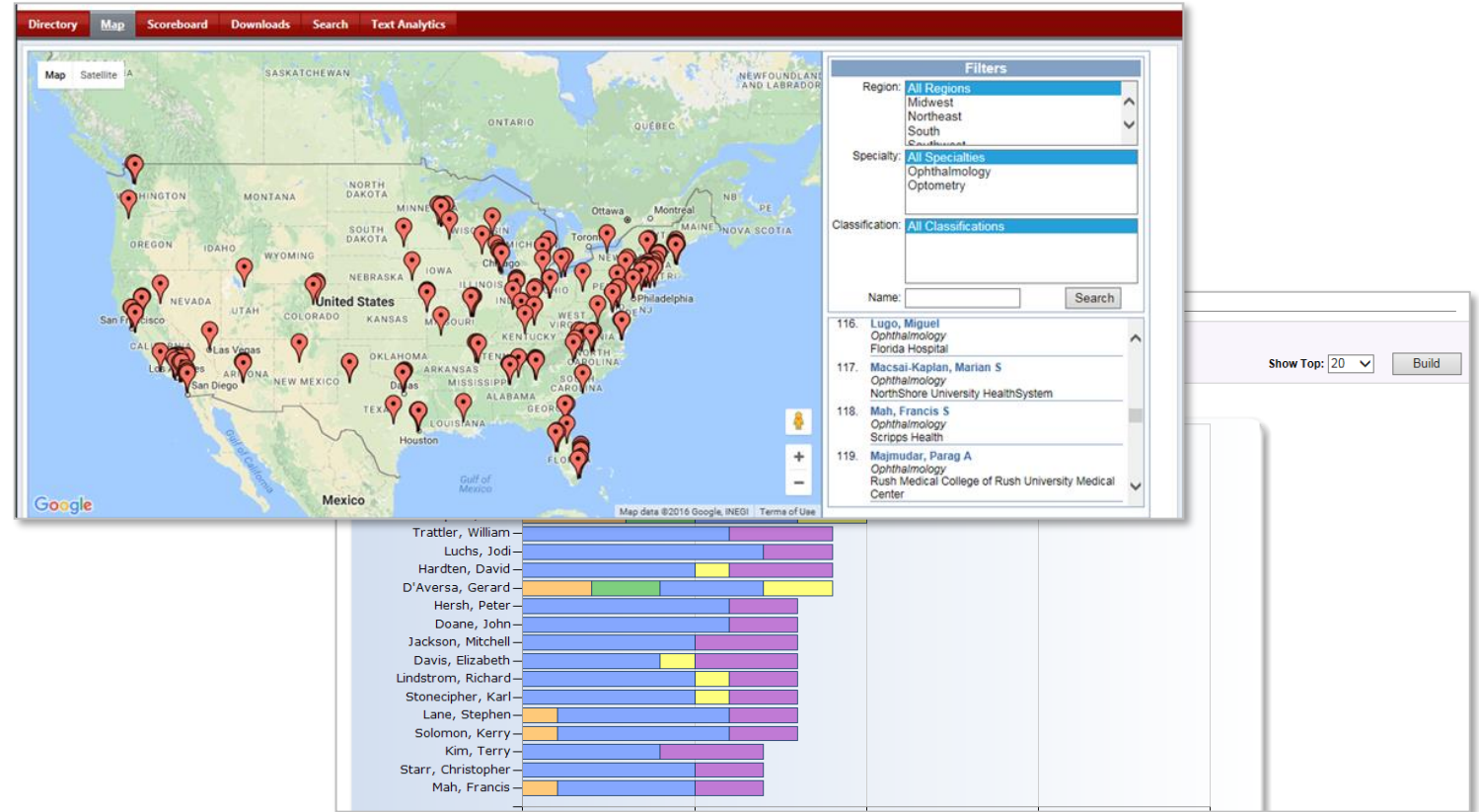
- Identify academic, clinical, and industry leaders
- Profile and segment all HCPs
- Prioritize HCPs with whom we have the best opportunity for engagement



We profiled HCPs based on academic leadership and clinical leadership



- Defined criteria to prioritize influential HCPs
 - Academic leadership
 - Clinical leadership and networks



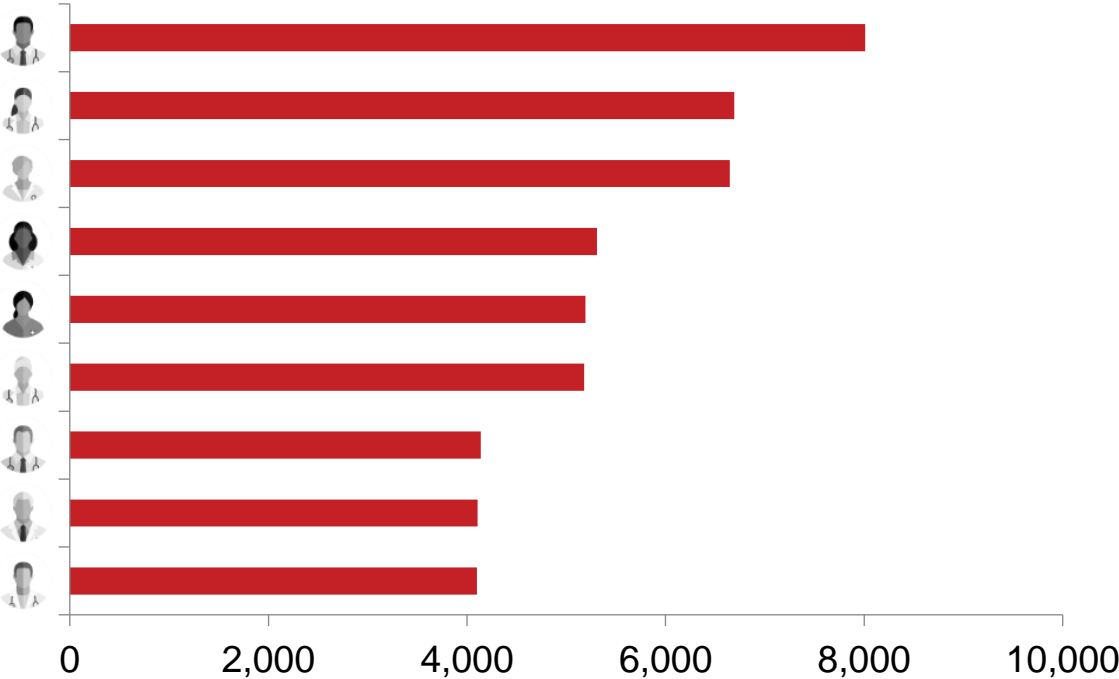
We identified the most influential HCP by region and territory, and assessed treatment patterns



Example:

Top Clinical Leaders by Territory

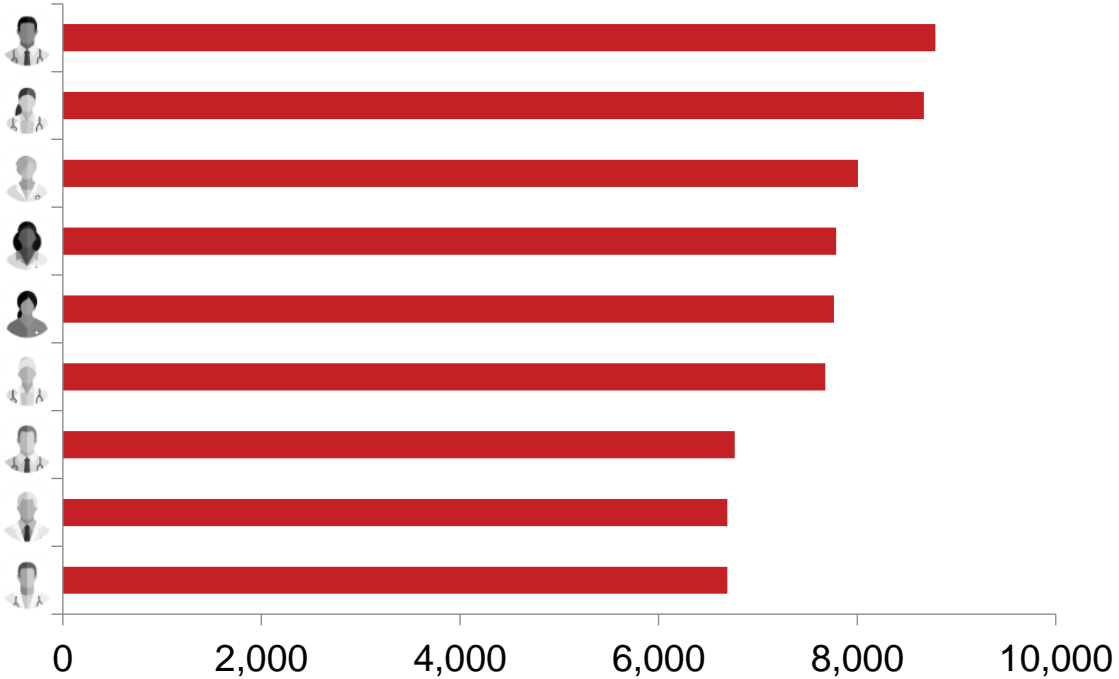
Kissimmee, Florida



Example:

Top Clinical Leaders by State

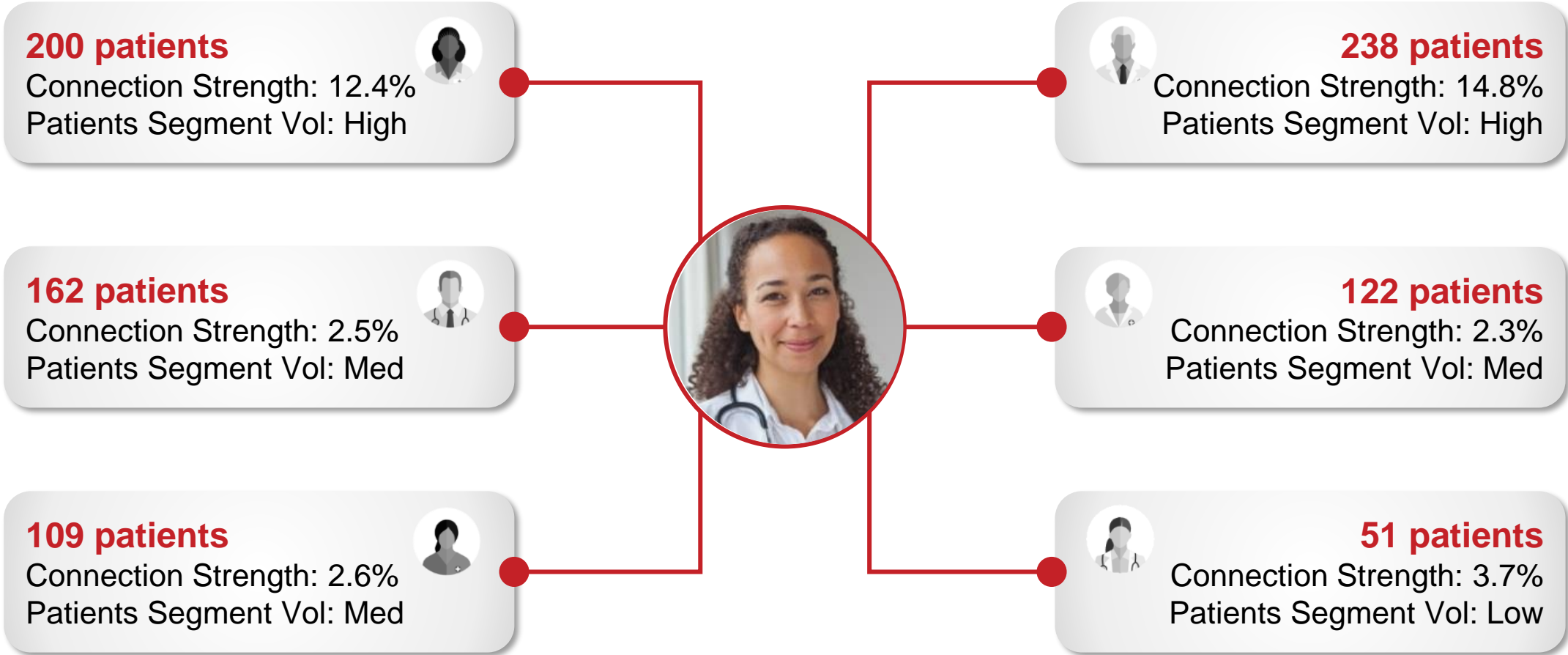
Florida



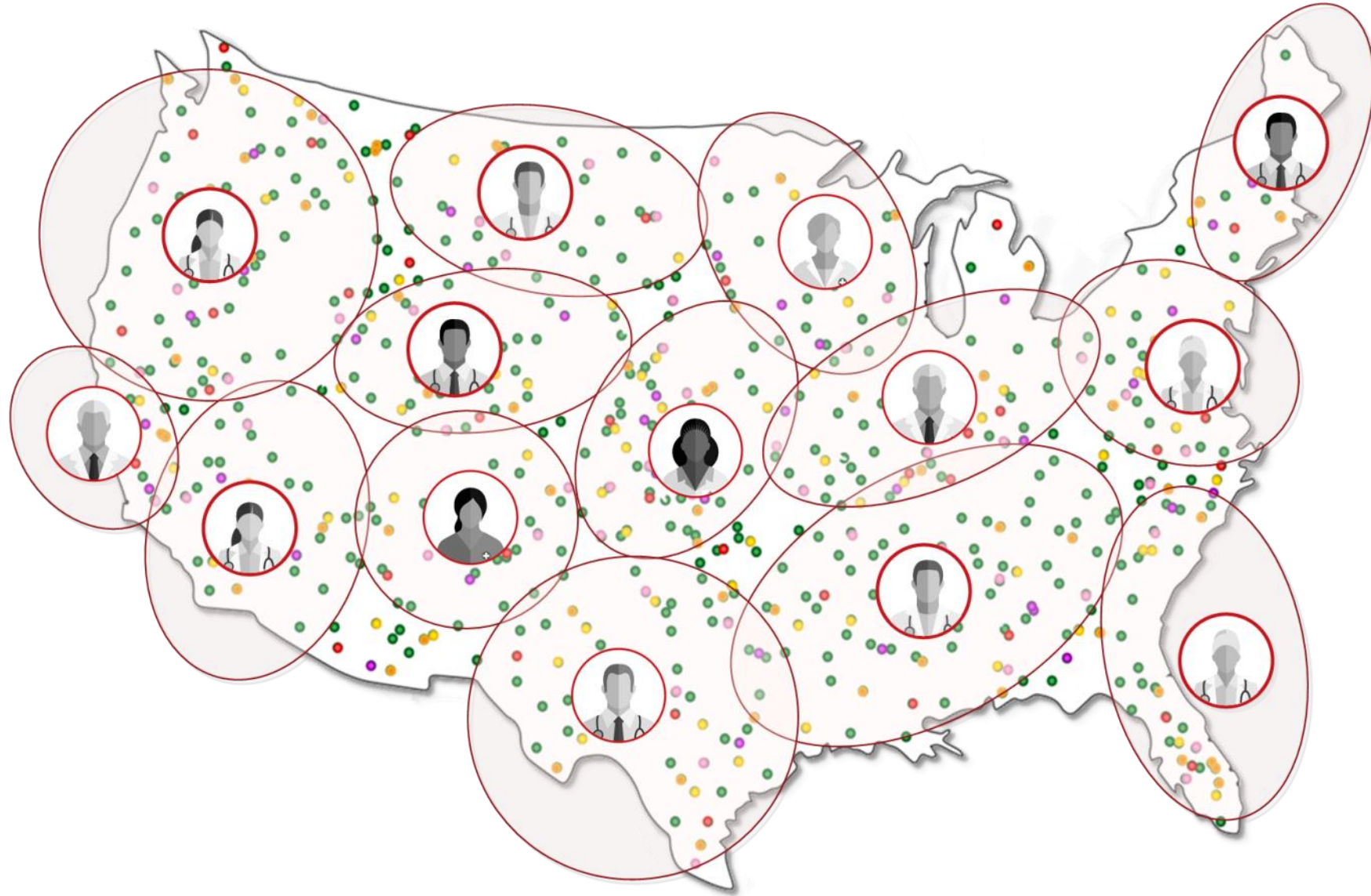
Number of Patients in Network



Network analytics shed light on HCP connections to support engagement



Educational materials were disseminated to local Clinical Leaders who in turn influenced their networks



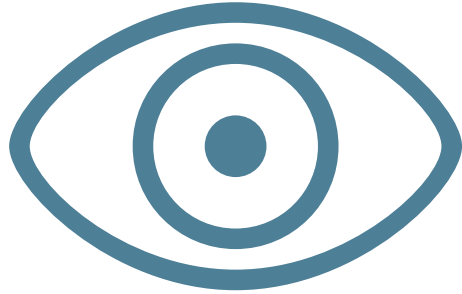
Engagement with Clinical Leaders, the local influencers of targets, directly supported launch medical affairs strategies



- Assessed treatment patterns
- Built new relationships
- Identified new brand educators to support P2P efforts



The Launch-Engagement Playbook was built on AI-driven analytics to define Who to engage, How to engage and What to engage on



INSIGHT

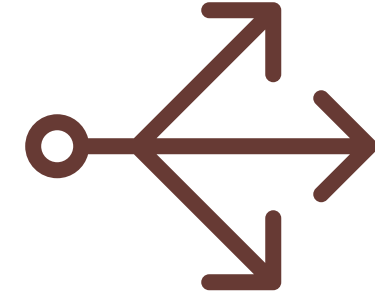
Identify Academic and Clinical Leaders based on AI-driven analytics

Assess treatment patterns to understand HCP educational needs



OPPORTUNITY

Engage with Academic and Clinical Leaders around disease area needs



IMPLICATION

Support Academic and Clinical Leaders in disseminating information through their networks