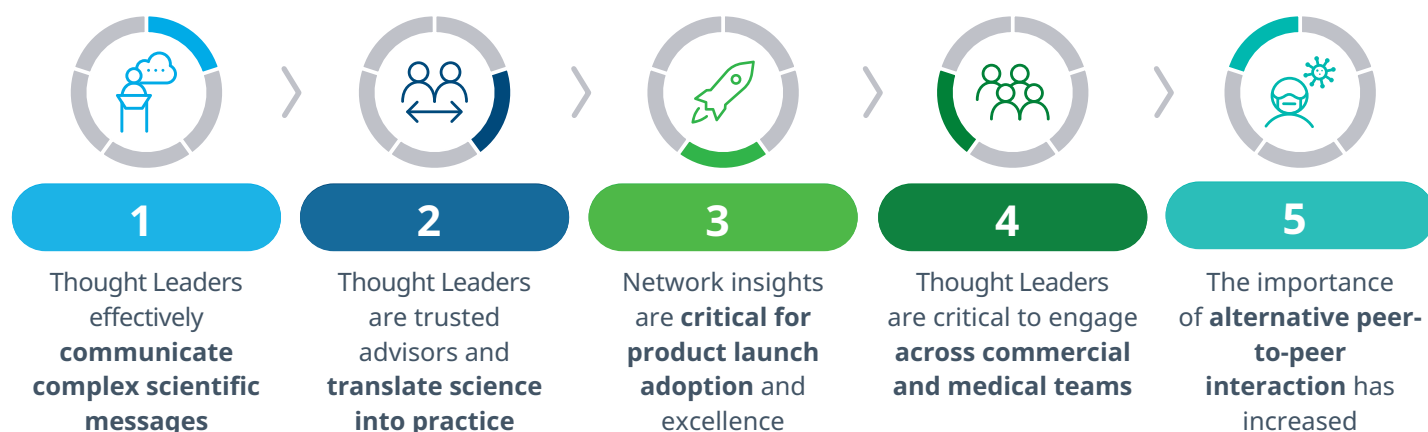


Activating Thought Leader Networks

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

Understanding Thought Leaders and the impact these individuals have on 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 healthcare provider (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 target the most effective messaging and engagements to the most impactful HCPs at the right time.

IQVIA's Thought Leader Network Science identifies leaders allowing for brand teams to build and communicate a robust scientific platform



WHY IS THIS IMPORTANT NOW?

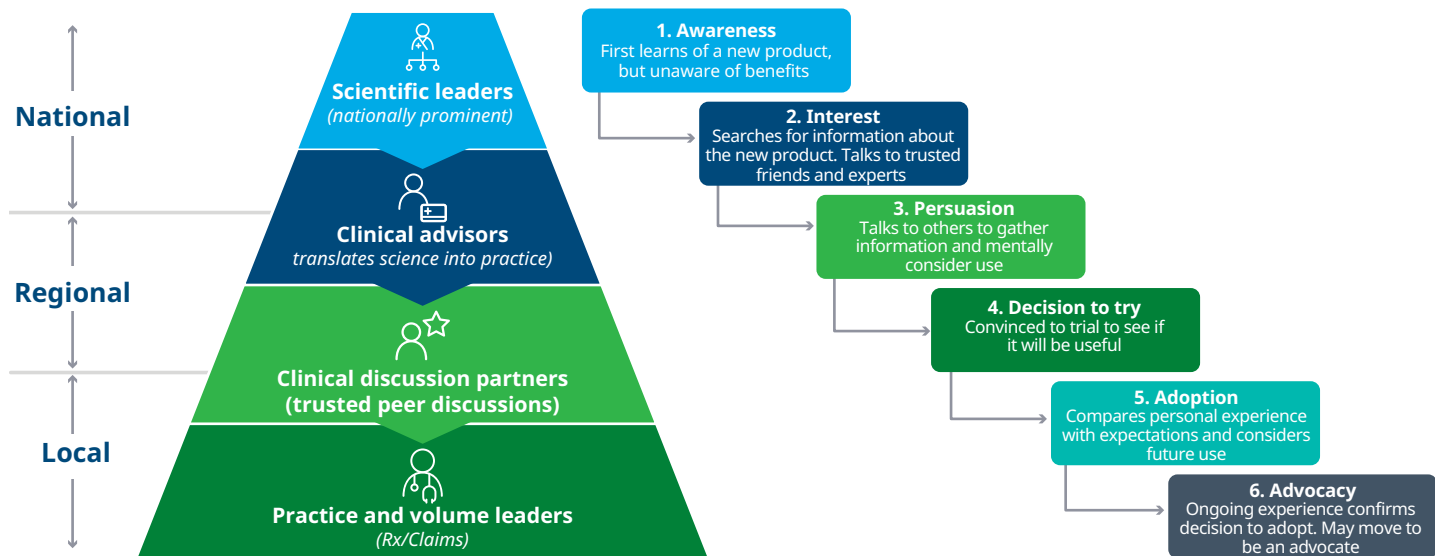
HCPs rely on their trusted Thought Leaders now more than ever as a critical educational source for medical information. Your success hinges on

- Comprehensively identifying the Thought Leaders at ALL levels in your market.
- Aligning the right Thought Leaders with each of

your engagement opportunities

- Understanding Thought Leaders' roles and sentiments about your therapy and the underlying science
- Proactively developing strategies to customize Thought Leader engagement and participation in support of your brand objectives

YOU CAN ACCELERATE THE ADOPTION OF HEALTH INNOVATIONS BY RELYING ON THOUGHT LEADER NETWORK SCIENCE TO SUPPORT YOUR PLAN FOR EFFECTIVE THOUGHT LEADER ENGAGEMENT.

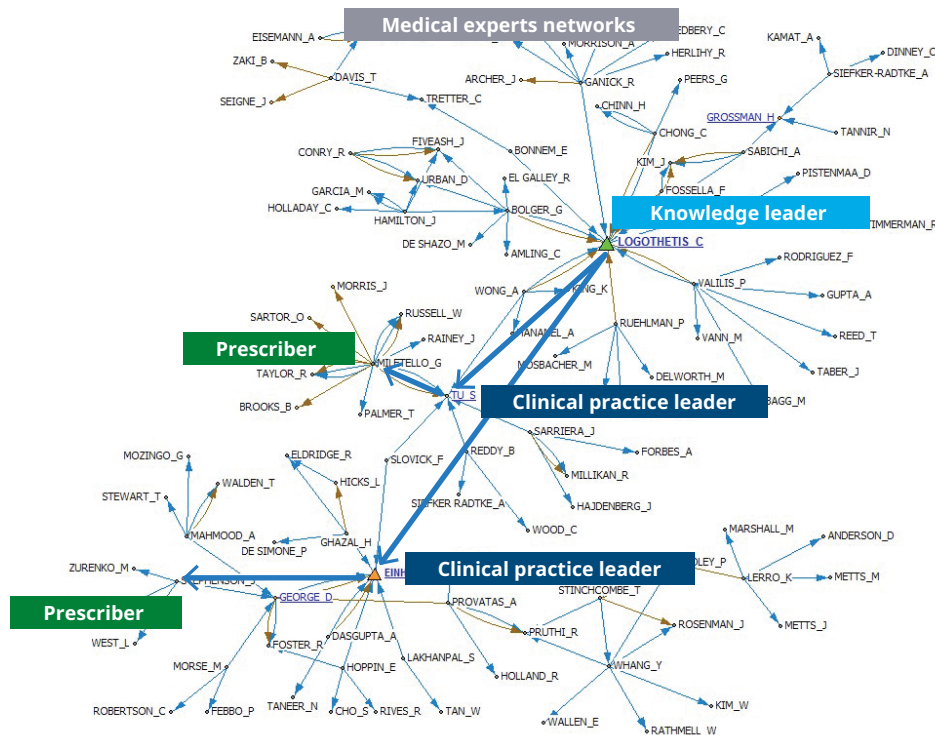


IQVIA research shows that when a medical expert adopts, the rest of their network adopts at a rate that is 25% higher than medical experts who do not adopt

Source: Rogers & Shoemaker, Communications of innovations

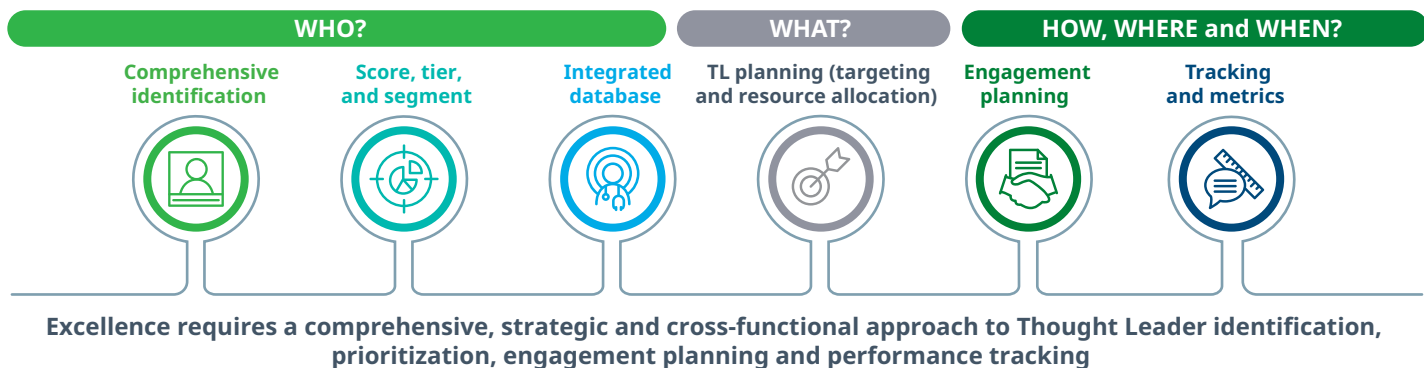
HOW IS IQVIA'S THOUGHT LEADERSHIP NETWORK SCIENCE APPROACH DIFFERENT?

IQVIA takes a comprehensive and integrated approach to Thought Leader identification, scoring 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 insight.



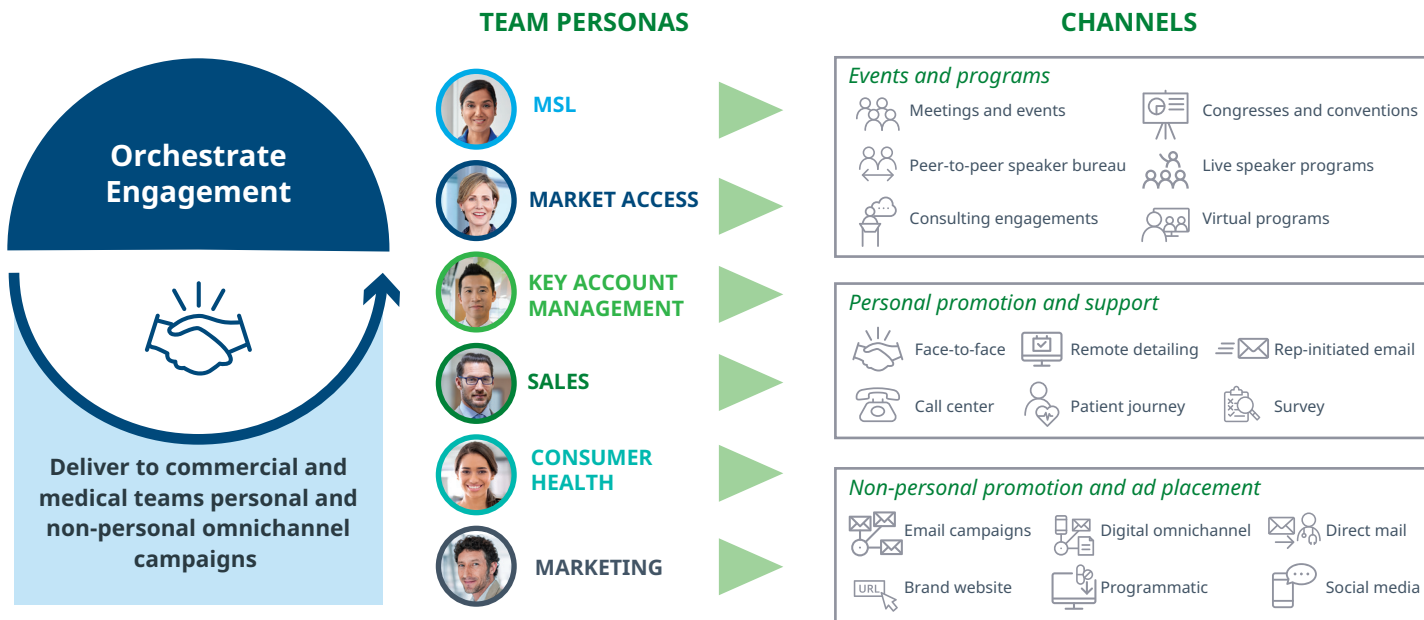
THOUGHT LEADER NETWORK OVERVIEW

IQVIA's approach to Thought Leadership Network (TLN) identification results in precise targeting utilizing proprietary scoring, tiering, and segmentation to match the "right" Thought Leaders to their naturally occurring networks and deliver the optimal engagement opportunities to achieve your desired outcomes. IQVIA's 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.



THOUGHT LEADER ENGAGEMENT PLANNING

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 KPIs for all engagements.



The IQVIA Advantage – Leadership for the best outcomes

WE REPRESENT THE PINNACLE OF BEST PRACTICES FOR IDENTIFYING THOUGHT LEADERS

IQVIA's Thought Leadership Network

- Promotes success throughout your medical and commercial strategies for your brands and therapies via Thought Leader identification, scoring and engagement.
- Reveals Thought Leaders that are unique to your brand and are not found throughout 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 to focus on quality and compliance

Learn more by visiting iqvia.com



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