

**MYTH: Clinical Leaders
will not change year to year**
**REALITY: New Clinical
Leaders emerge each year**



**CASE STUDY:
PLEXUS Clinical Leader Refresh Analysis to Support HCP Targeting**

2021 PLEXUS Outputs

2021 PLEXUS Clinical Leaders
N=3740



2022 PLEXUS Outputs

2022 New PLEXUS Clinical Leaders
N=1575



2021 and 2022 PLEXUS Clinical Leaders
N=2699



≈40% of 2022 PLEXUS Clinical Leaders were new