

- 1. Patient-Level Data
- 2. Prioritize
- 3. Profiling
- 4. Platform
- 5. Personalize

1. PATIENT-LEVEL DATA: The foundation to understanding an HCP



Who
Types of patients being treated by an HCP



What
Treatments an HCP is using



When
Length of time an HCP is using treatments



Where
Captures treatment location and affiliations

2. PRIORITIZE: Assess leadership through multiple dimensions to prioritize HCPs to engage



3. PROFILING: Look holistically at HCPs and their networks



4. PLATFORM: What channel will resonate



5. PERSONALIZE: Targeted message dissemination on behalf of thought leaders to their networks

