

Welcome!

Customize KOL Engagement Through Data

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Panelists



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Why is Data Analytics important to MSL? Need to personalize HCP engagements

Deep understanding of HCPs

Integrating internal and external data sets to create HCP 360° view.



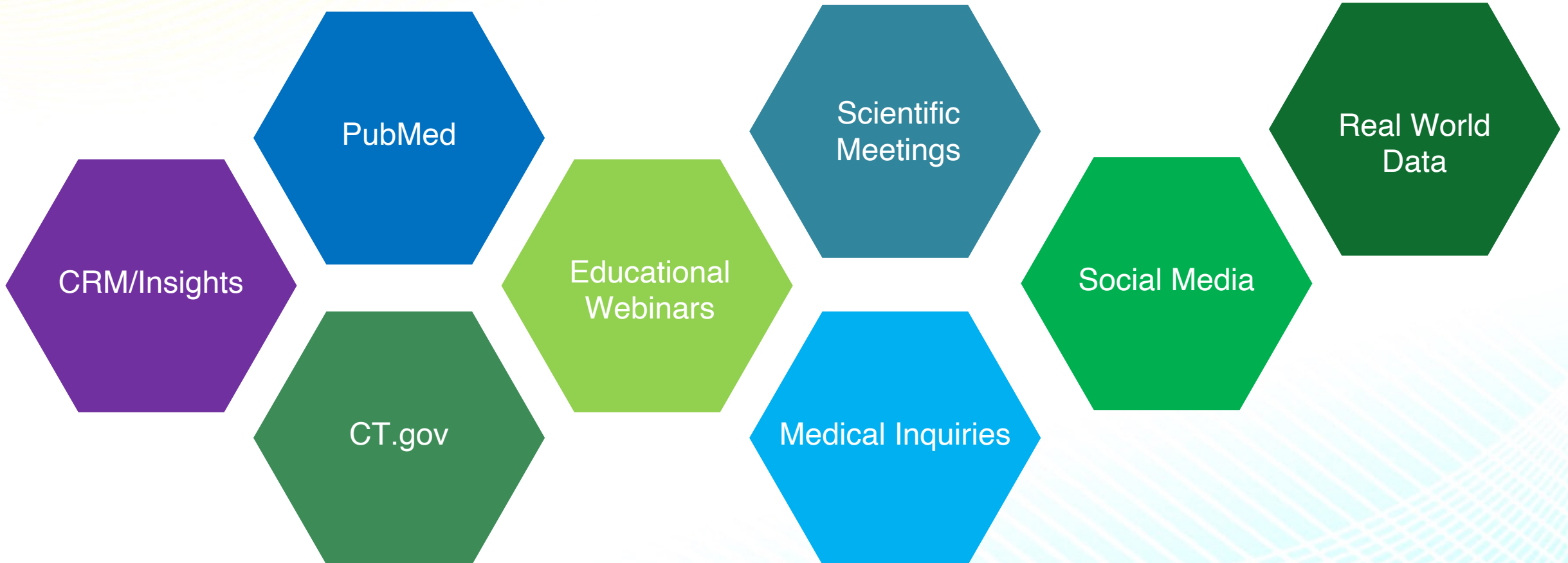
Mapping HCP journeys

AI-enabled technology empowers MSLs with insights to customizing their HCP engagement

Improving Engagement and Driving Impact

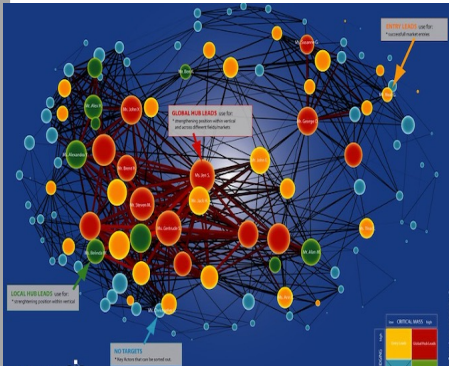
AI-enabled model to enable feedback-loop for continuous improvement.

Need to extract higher-order business intelligence from disparate data sources



Need unifying platform to connect fragmented point solutions

KOL Mapping



BI Tools for CRM



Insight Notes (NLP)



Custom Dev



Social Media



Current Status : From “Aspiration to Action”

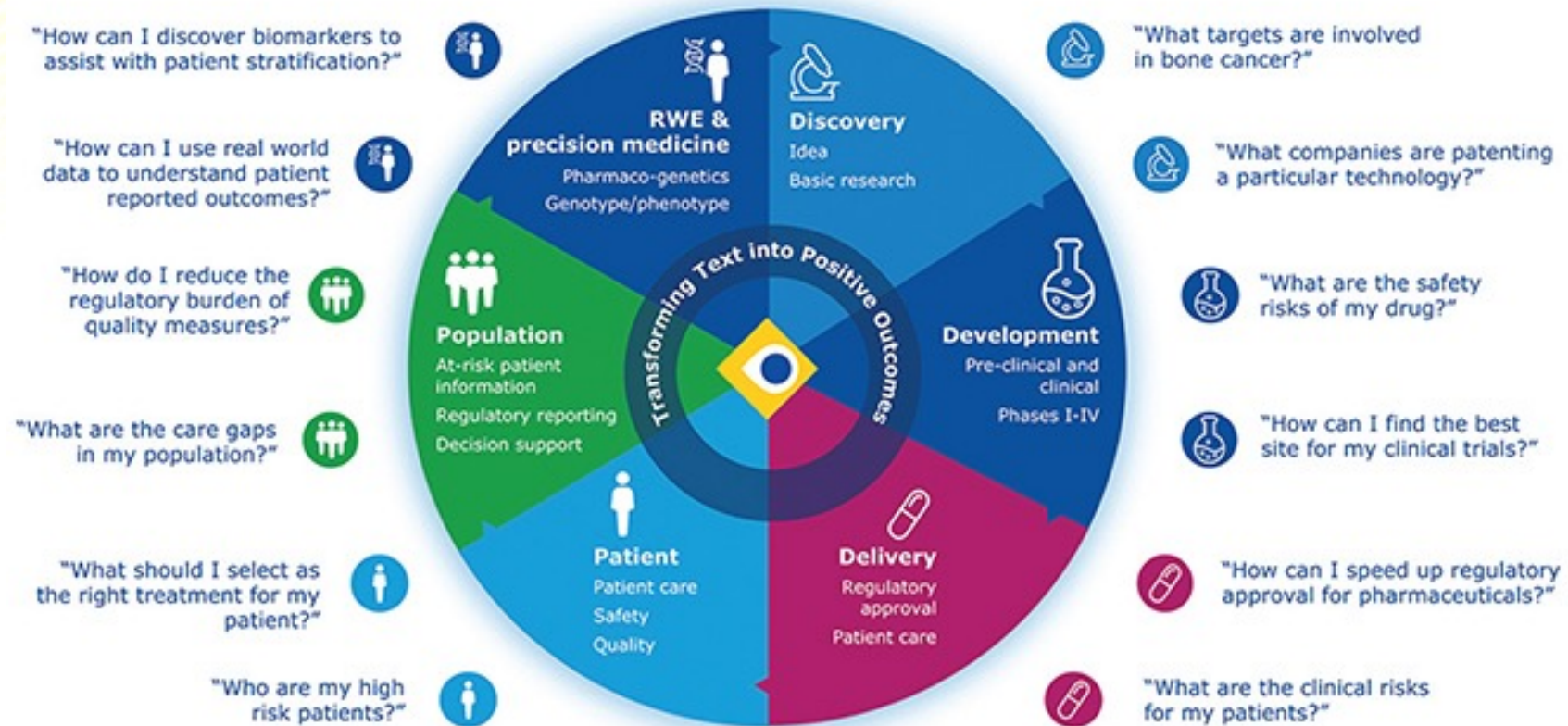
From MAPs Digital Strategy Council White Paper

- 67% had ambitious digital plans
- Only 27% are satisfied with progress
- COVID-19 had accelerated digital transformation within 80% of companies
- All companies had or were planning to implement a Multichannel/Omnichannel medical strategy at a global level
- **Multichannel/Omnichannel was identified as the most impactful of the digital capabilities**

Machine-Learning

- Rapid advancement in technology, particularly machine-learning
- Models developed using public data sources (PubMed , Clinicaltrials.gov)
- Massive amount of unstructured data (text and documents) requires Natural Language Processing (NLP)

NLP Drives Patient Outcome



- NLP is one the biggest challenges within machine-learning
- Life Sciences requires much higher accuracy from NLP

Poll Question 1

- What is the top hurdle for implementing data analytics tools at your organization?
 1. Steep learning curve of a new tool
 2. Need buy-in from leadership
 3. Data challenges: disorganized or siloed
 4. Lack of trust in machine-learning solutions

Panel Discussion Topic #1

- What are the biggest hurdles in MSL adopting new tools in your company?

Poll Question 2

- How are insights generated from public data for HCP engagement?
 1. My own manual review
 2. Monthly reports
 3. Using Data Analytics tools

Panel Discussion Topic #2

- How do you think machine-learning can help extract intelligence out of public data sources?
- How do you build trust in machine-learning enabled tools?

Poll Question 3

- What is the top key value of an analytics solution to you?
 1. Getting insights in real-time?
 2. Reducing manual labor to get insights?
 3. Using insights to make decisions?

Panel Discussion Topic #3

- What does “good” look like at your organization?

Poll Question 4

- How do you measure success of a new tool?
 1. Expanded HCP outreach
 2. Increased response rate from HCPs
 3. Improved service to HCPs

Panel Discussion Topic #4

- How do we go beyond current KPIs?

Closing Remarks

This webinar recording and corresponding slides will be uploaded to MAPS Connect by next week. In addition, questions that we did not have time to respond to will be posted to MAPS Connect with responses. This concludes the webinar.



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Thank You