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Development & CMO

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The views expressed by the opinion leaders in this webinar are those of the opinion
leaders themselves and not of their organizations

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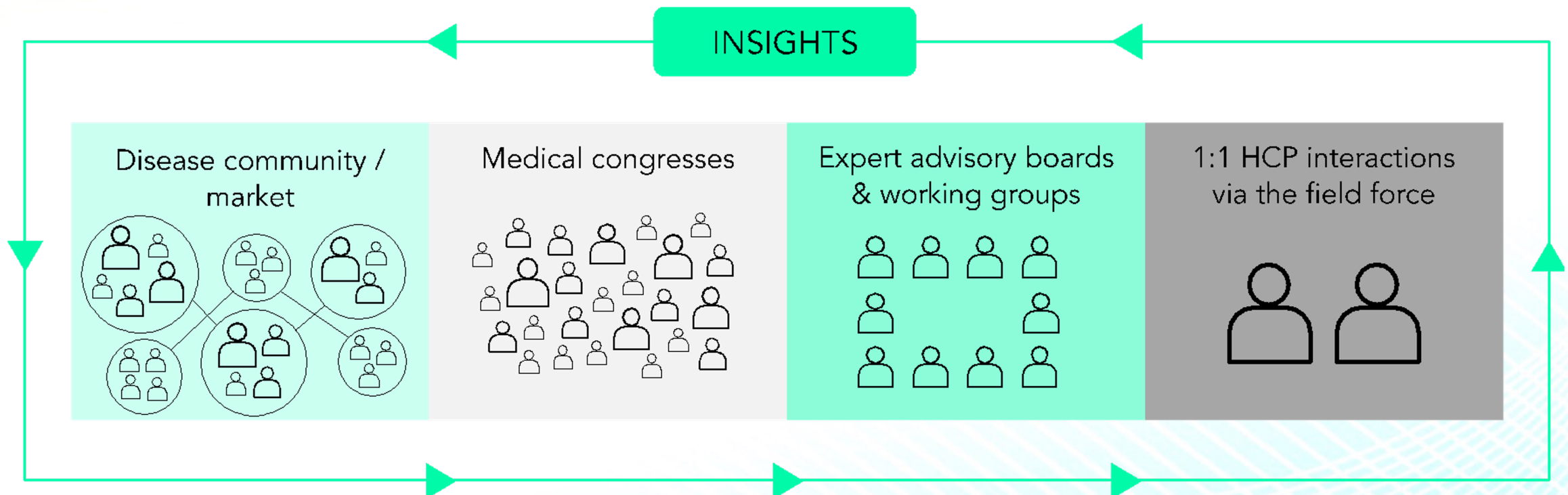
Welcome!
Insights Management:
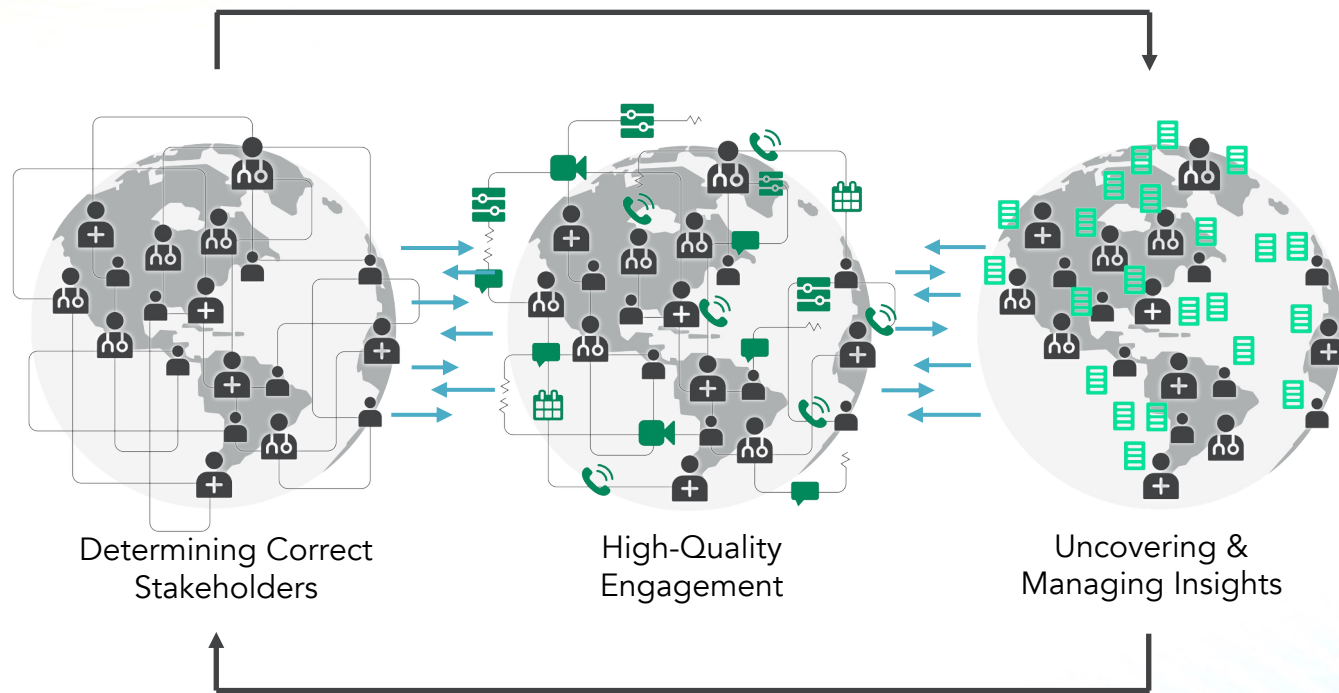# People, process, or technology

Section 1

Effective organizations gather mission critical insights from multiple sources – spanning from trends in broad disease populations down to 1:1 HCP interactions.

INSIGHTS

Disease community / market

Medical congresses

Expert advisory boards & working groups

1:1 HCP interactions via the field force

Poor execution through this complex process can have negative impacts

Determining Correct Stakeholders

High-Quality Engagement

Uncovering & Managing Insights

NEGATIVE BUSINESS IMPLICATIONS:

- Underperformance in clinical study design and execution

- Misalignment with payers or regions

- Degraded performance for product launches

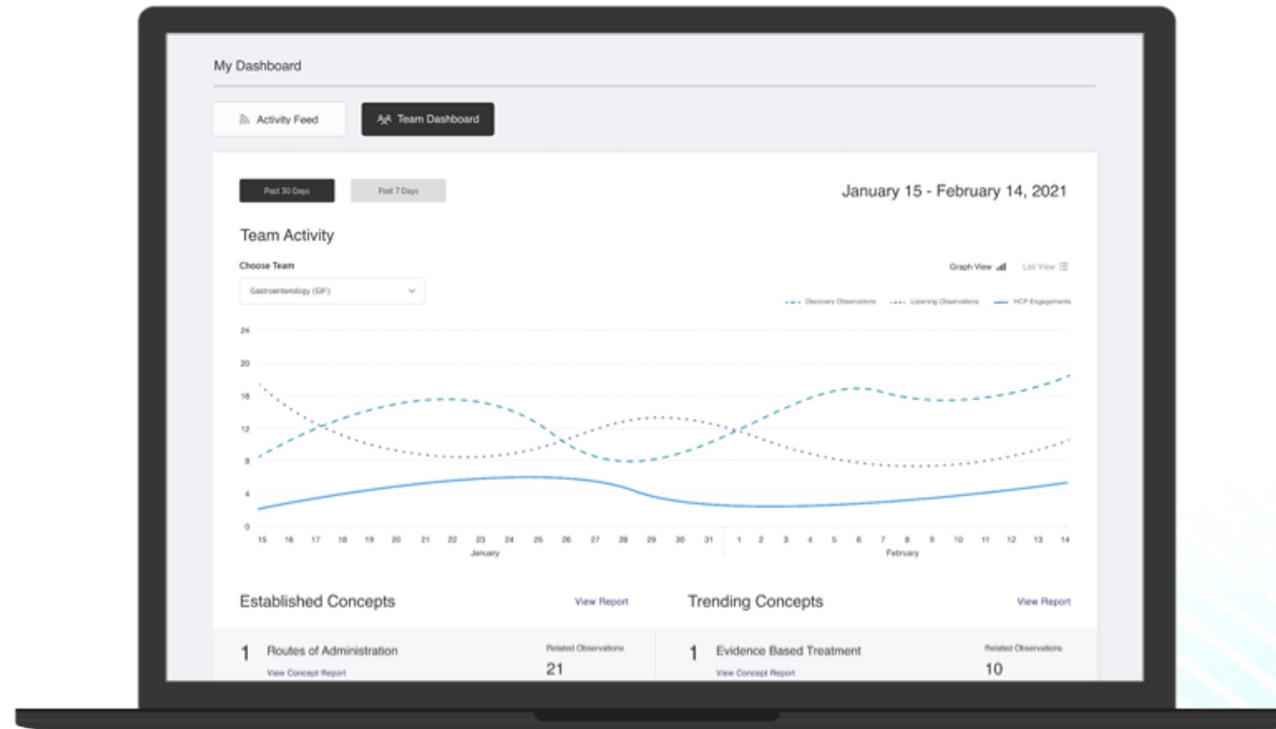- Ceding market opportunity to competitors

Poor execution through this complex process can have negative impacts

Determining Correct
Stakeholders

High-Quality
Engagement

Uncovering &
Managing Insights
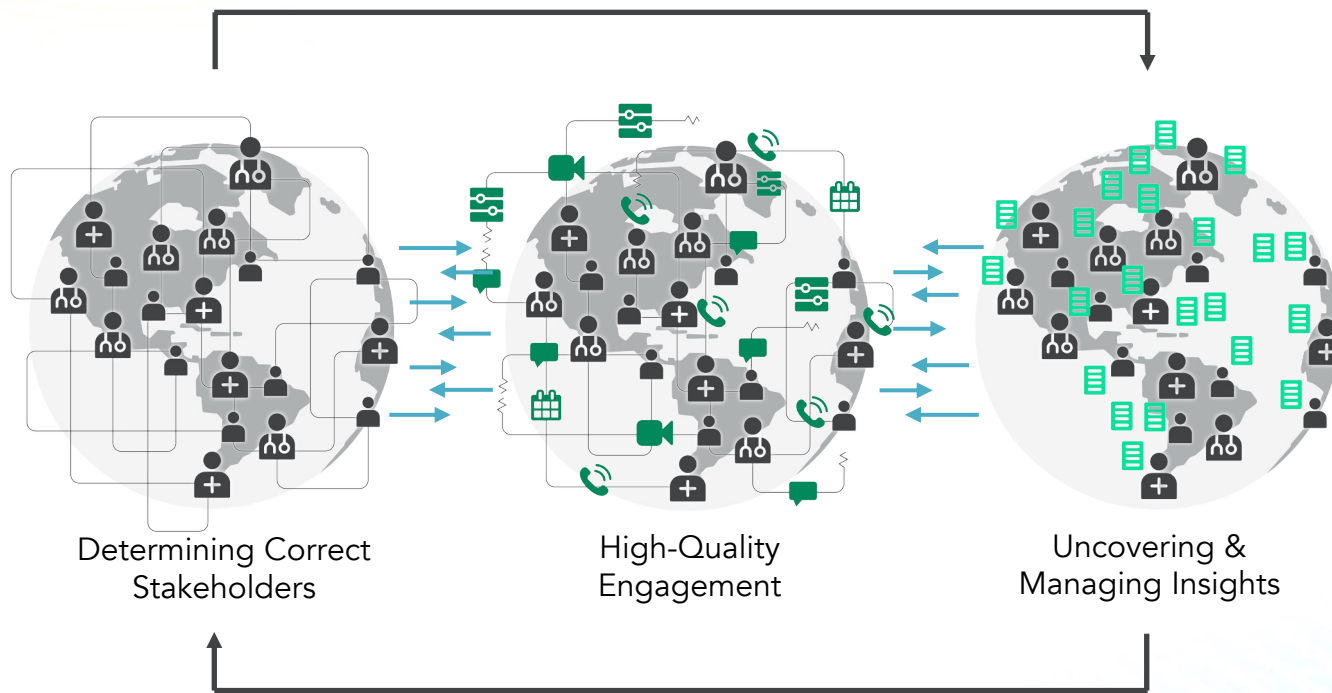
- Each iteration can take months, not weeks

- Lack of timely information degrades strategic decision making

- Each iteration is work intensive, driving internal cost

- Multiple software and service vendors throughout the process drive inconsistent outcomes

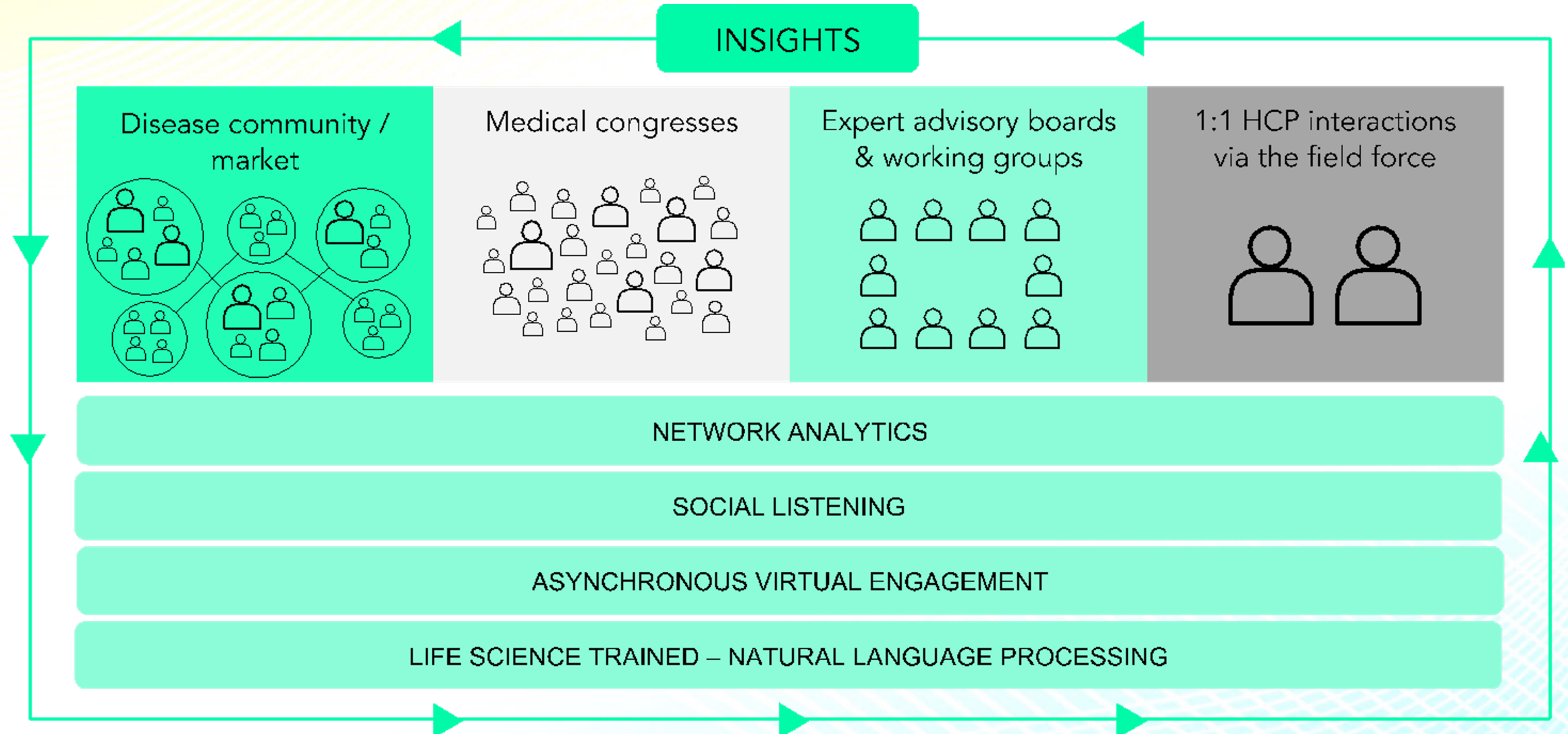- No enterprise synergy is gained as the process executes – each iteration is an isolated tactic

So what's the goal for insights management, and what's the role of people, process, and technology in getting there?
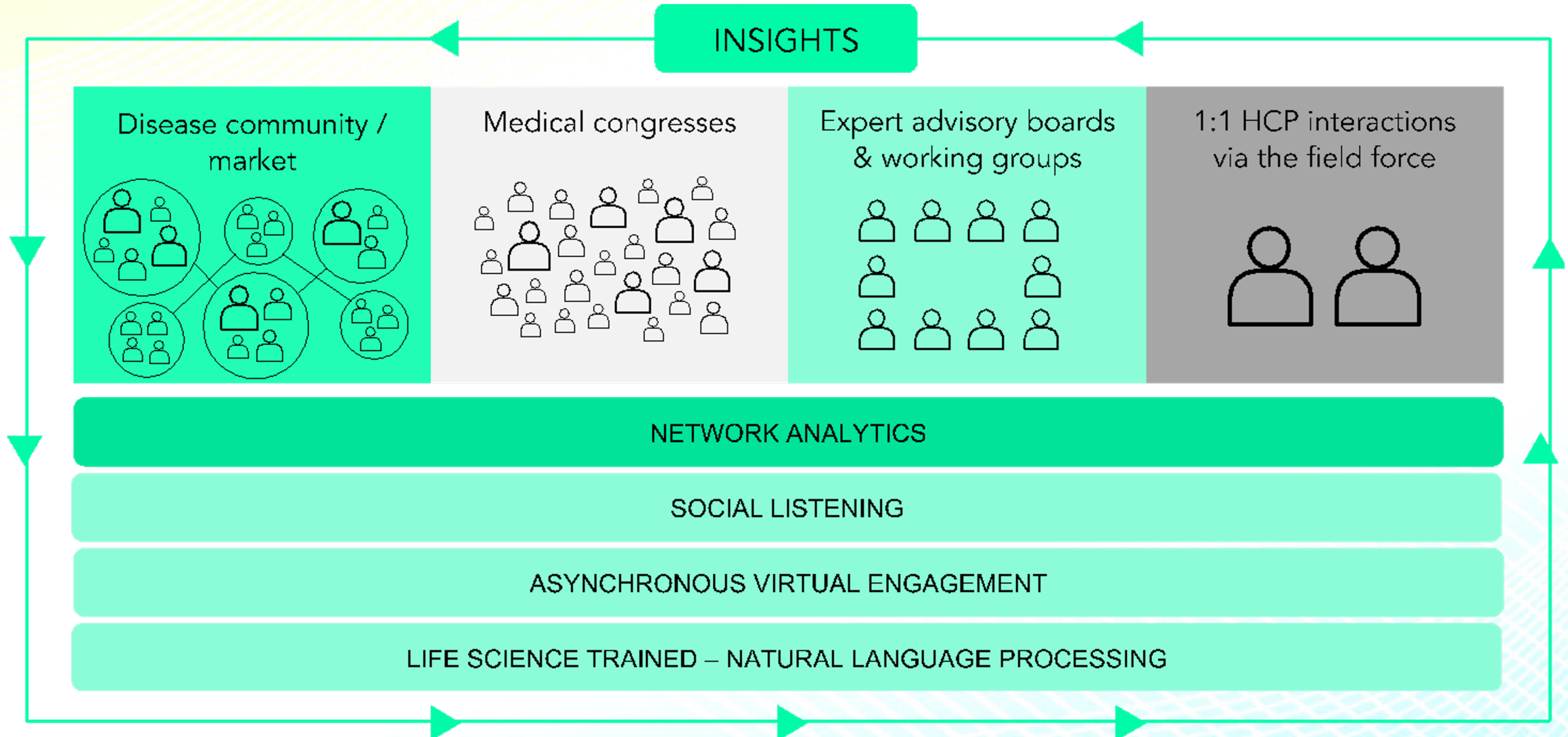
Section 2

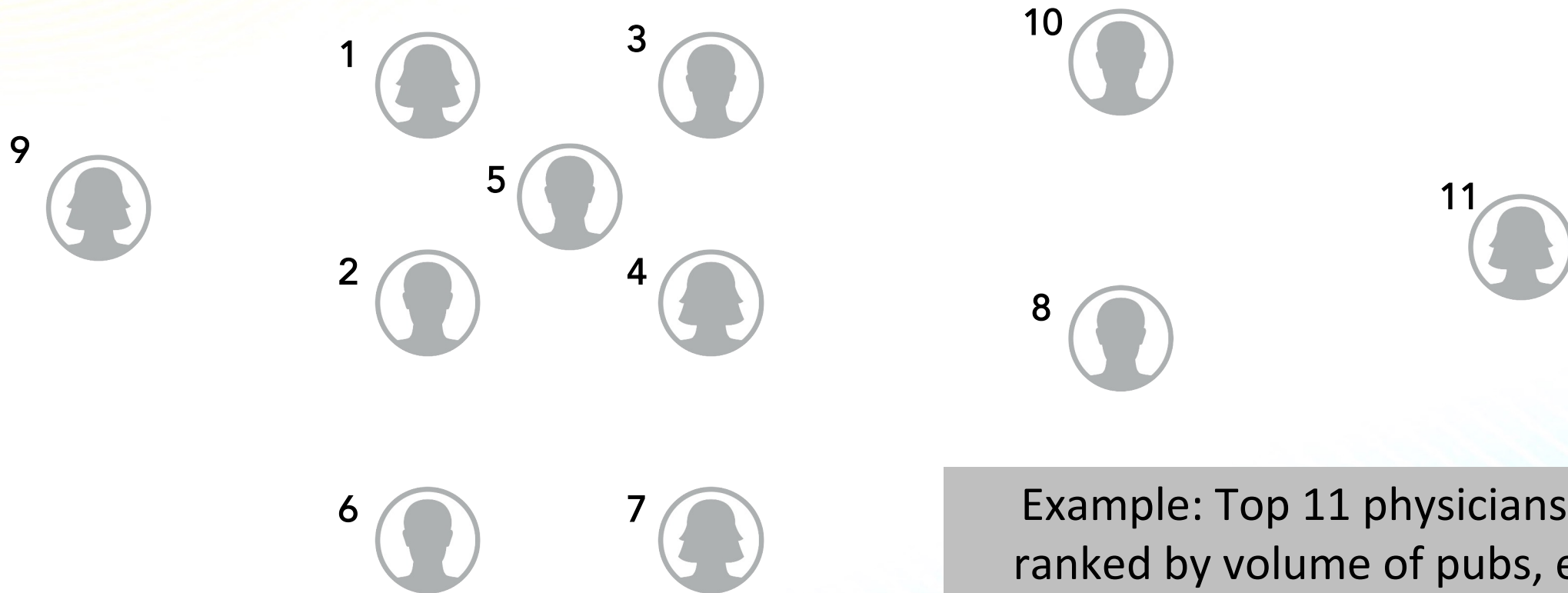# 4 technologies disrupting Insights Management

INSIGHTS

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NETWORK ANALYTICS

SOCIAL LISTENING

ASYNCHRONOUS VIRTUAL ENGAGEMENT

LIFE SCIENCE TRAINED – NATURAL LANGUAGE PROCESSING

4 technologies disrupting Insights Management

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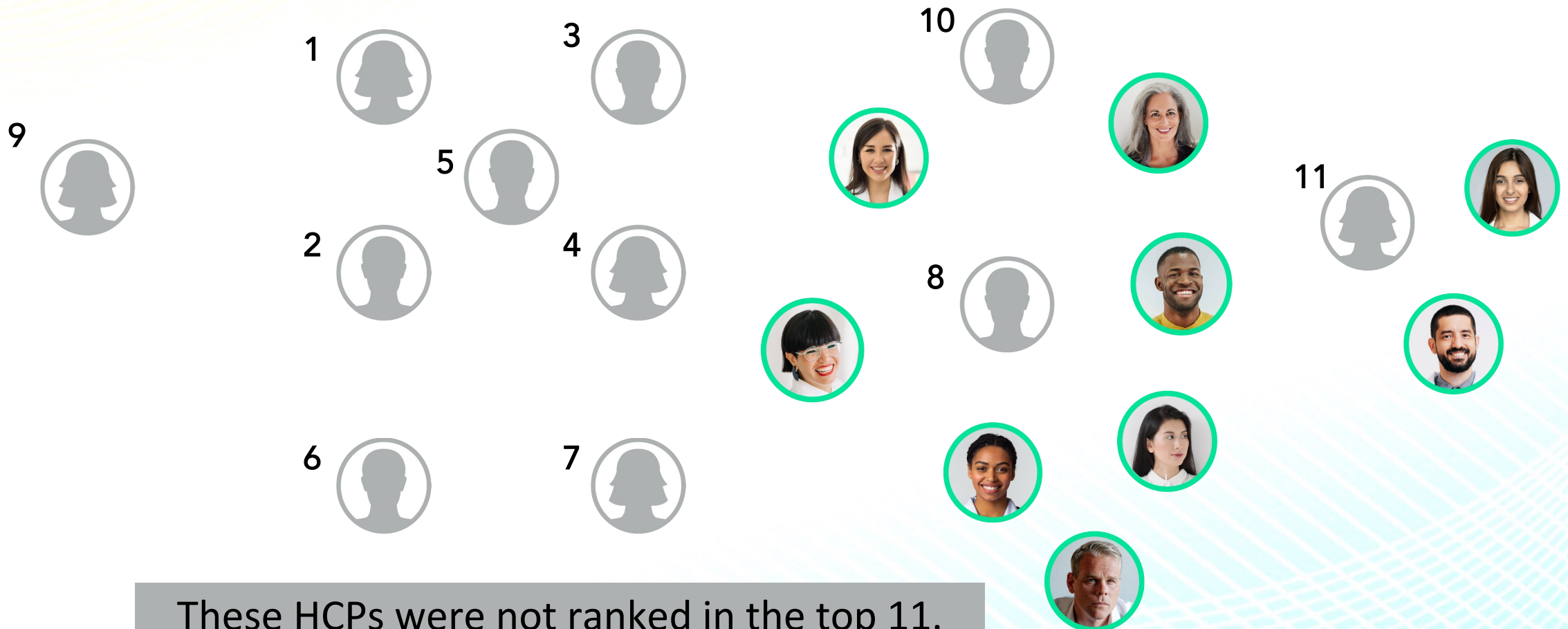
LIFE SCIENCE TRAINED – NATURAL LANGUAGE PROCESSING

Traditional "Profiling" analysis provides your top customers by ranked volume of activity

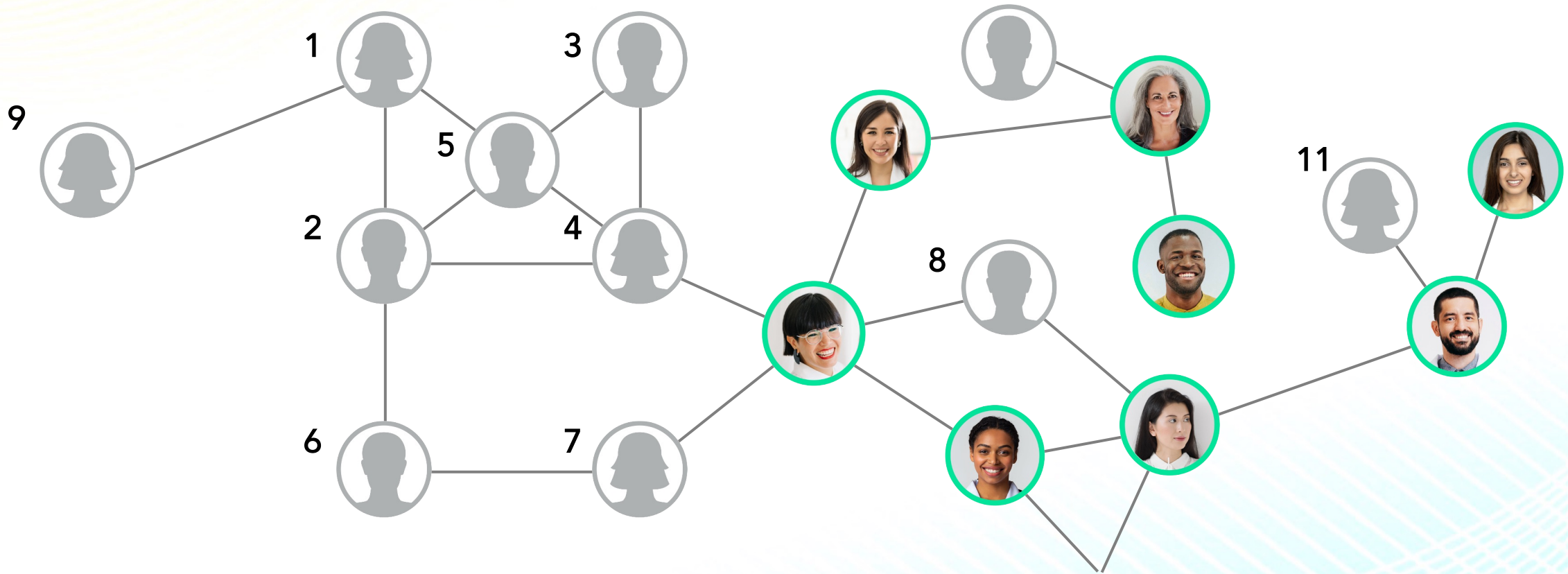Example: Top 11 physicians as ranked by volume of pubs, etc.

Traditional "Profiling" analysis provides your top customers by ranked volume of activity
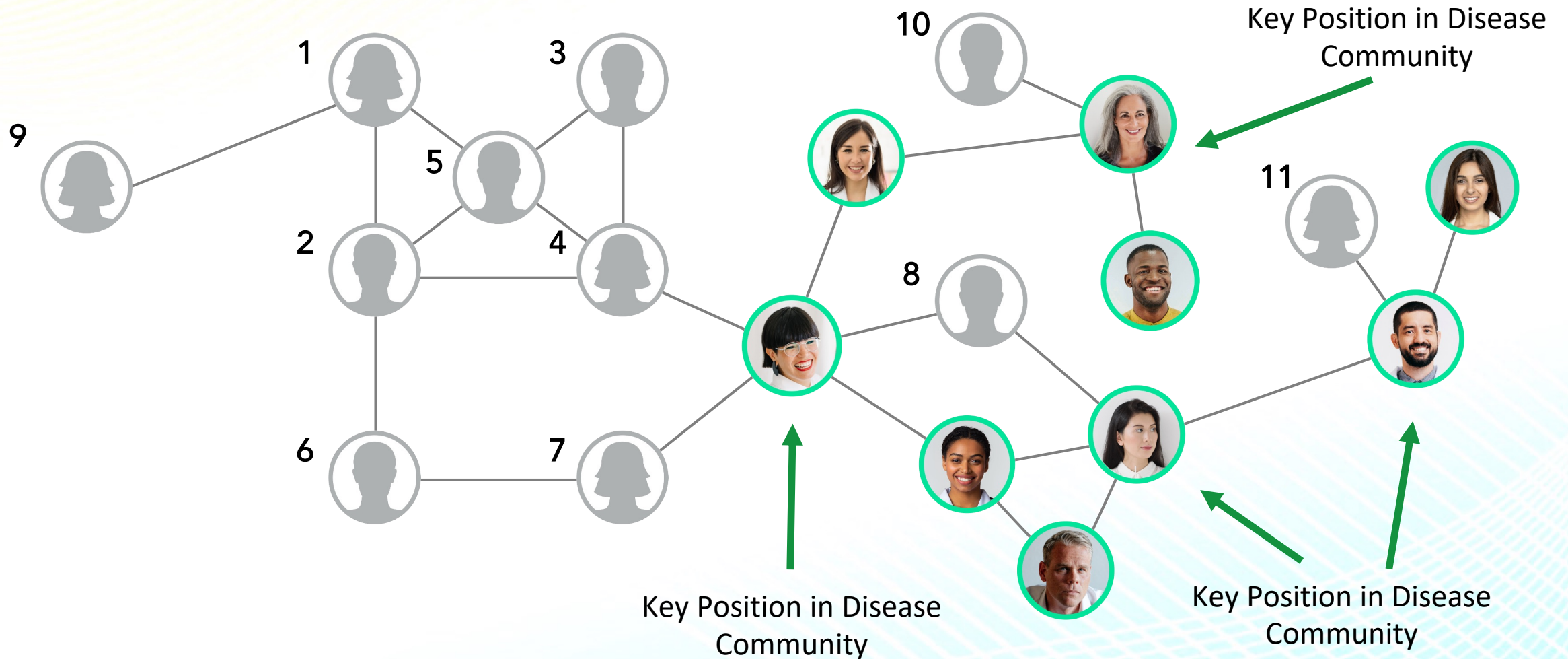
These HCPs were not ranked in the top 11.

Network analytics maps the strength and volume of connections between HCPs in very specific contexts.

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By doing so, we can move from "volume of activity" to the "Invisible College" within a disease community.

Key Position in Disease Community

Key Position in Disease Community
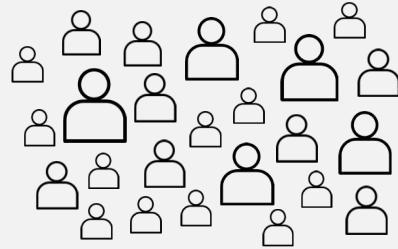
Key Position in Disease Community
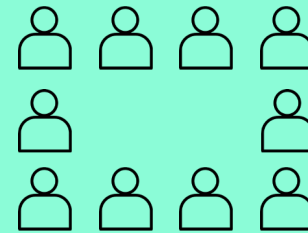
4 technologies disrupting Insights Management
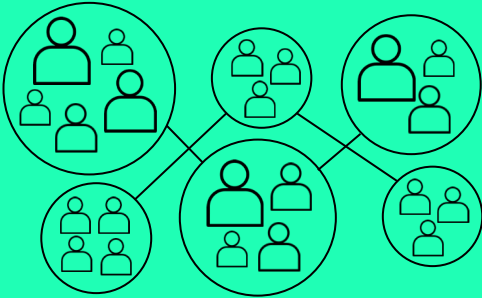
INSIGHTS

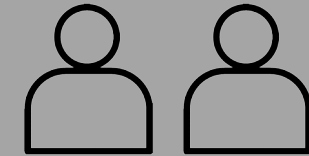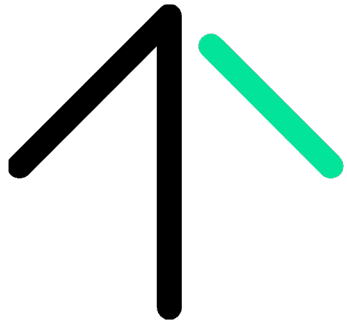| Disease community / market	Medical congresses	Expert advisory boards & working groups	1:1 HCP interactions via the field force

NETWORK ANALYTICS

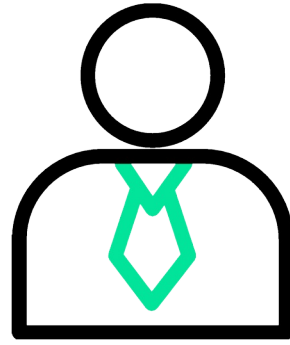SOCIAL LISTENING

ASYNCHRONOUS VIRTUAL ENGAGEMENT

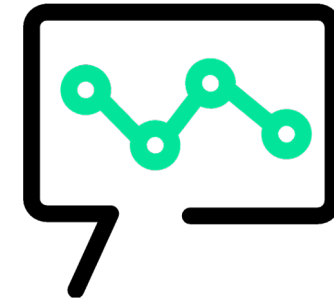LIFE SCIENCE TRAINED – NATURAL LANGUAGE PROCESSING

Scientific Exchange Increases via Online Channels at Medical Conferences

Conference Twitter users increased from 3,212 to 10,362 over 3-year period across 3 conferences

Scientific tweets represented a significant majority of all tweets (72%)

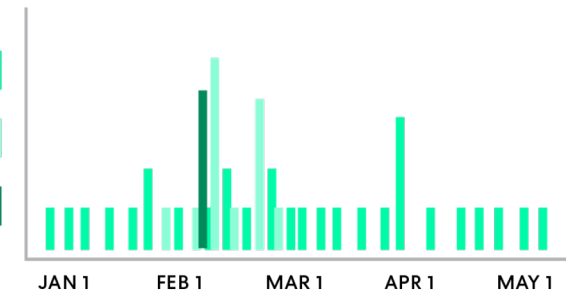The majority of Twitter users who were the most active were physicians (48%)

Source: Tanoue MT, Chatterjee D, Nguyen HL, et al. Tweeting the Meeting. *Circ Cardiovasc Qual Outcomes*. 2018;11(11):e005018. doi:10.1161/CIRCOUTCOMES.118.005018

Social Listening Technology Offerings - Some Key Features

- Omnichannel Tracking & Visibility

- Curated Content Capabilities

- Trend & Sentiment Analysis

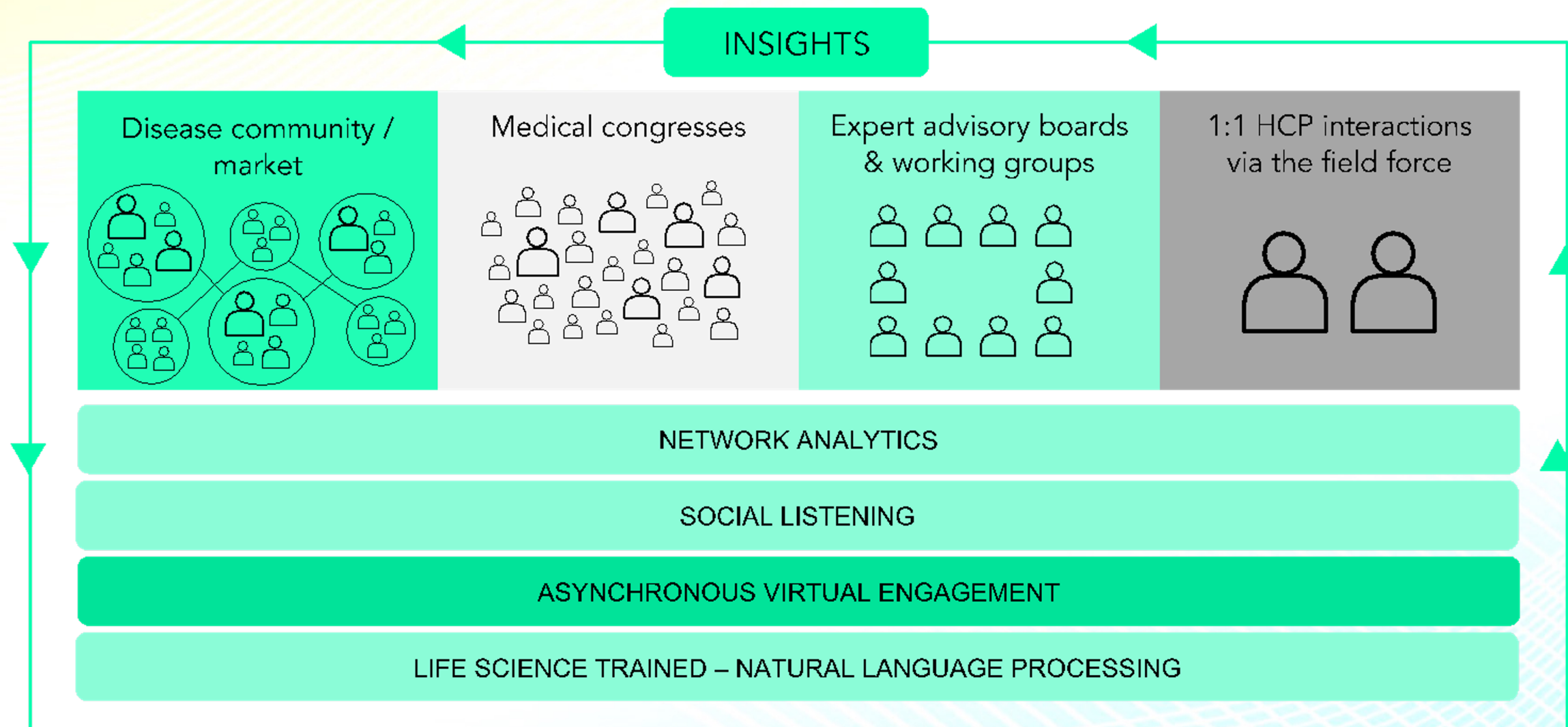- Dynamic Reports & Dashboards

- Supports Compliance

Rare side effects

Patient discussions

Patient feedback

Clinical trial data

Treatment switch Crisis management

Phase I & II

Disease impact

Physician assistant

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LIFE SCIENCE TRAINED – NATURAL LANGUAGE PROCESSING

Asynchronous engagement is a powerful tool in the toolkit – driving different logistics and outcomes results.

Engagement venues can be divided into "synchronous" and "asynchronous."

'Real-Time' Engagement
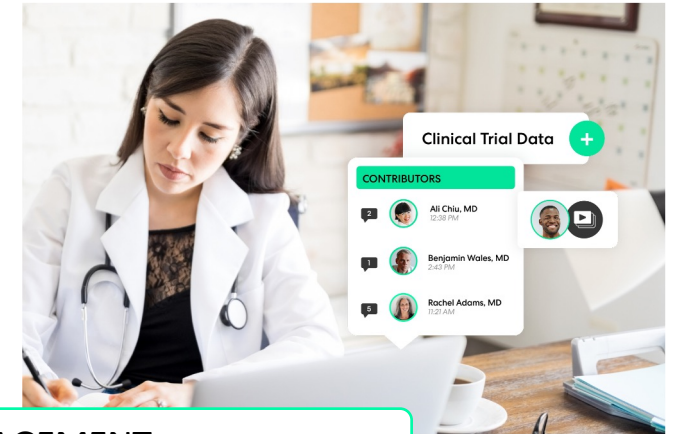In-Person, Live Meetings, 1:1s

'Real-Time' Virtual Engagement
Webcasts, Webinars, Web Meetings

'Anytime' Virtual Engagement
Online, Asynchronous Discussions

Clinical Trial Data

CONTRIBUTORS
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Benjamin Wales, MD
2:43 PM
Rachel Adams, MD
11:21 AM

VIRTUAL ENGAGEMENT

Real-Time and Anytime Engagement Occurs Across the Organization:

MSLs • Sales Team • HCPs • Patients / Caregivers • Payers • Researchers • Internal Strategic Teams • Compliance • Others
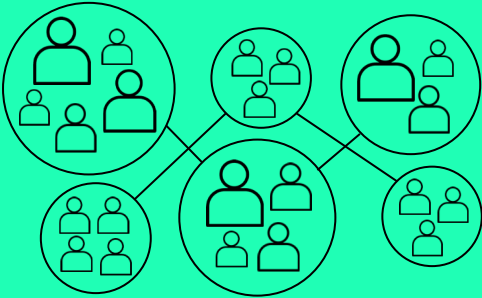
Asynchronous Platforms

- HOW THEY WORK
  - "Discussion over time" venue
  - Handfuls or thousands of users
  - Secure & Compliant
  - Flexible & scalable
  - Intuitive, convenient and easy to use

- SOME OF THE BENEFITS
  - High HCP satisfaction
  - Greater Interaction
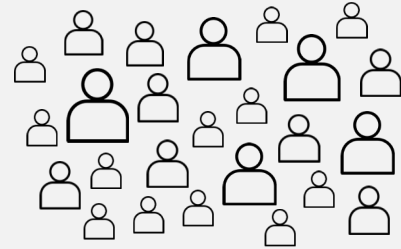 - Improved market insight
  - Reduced costs
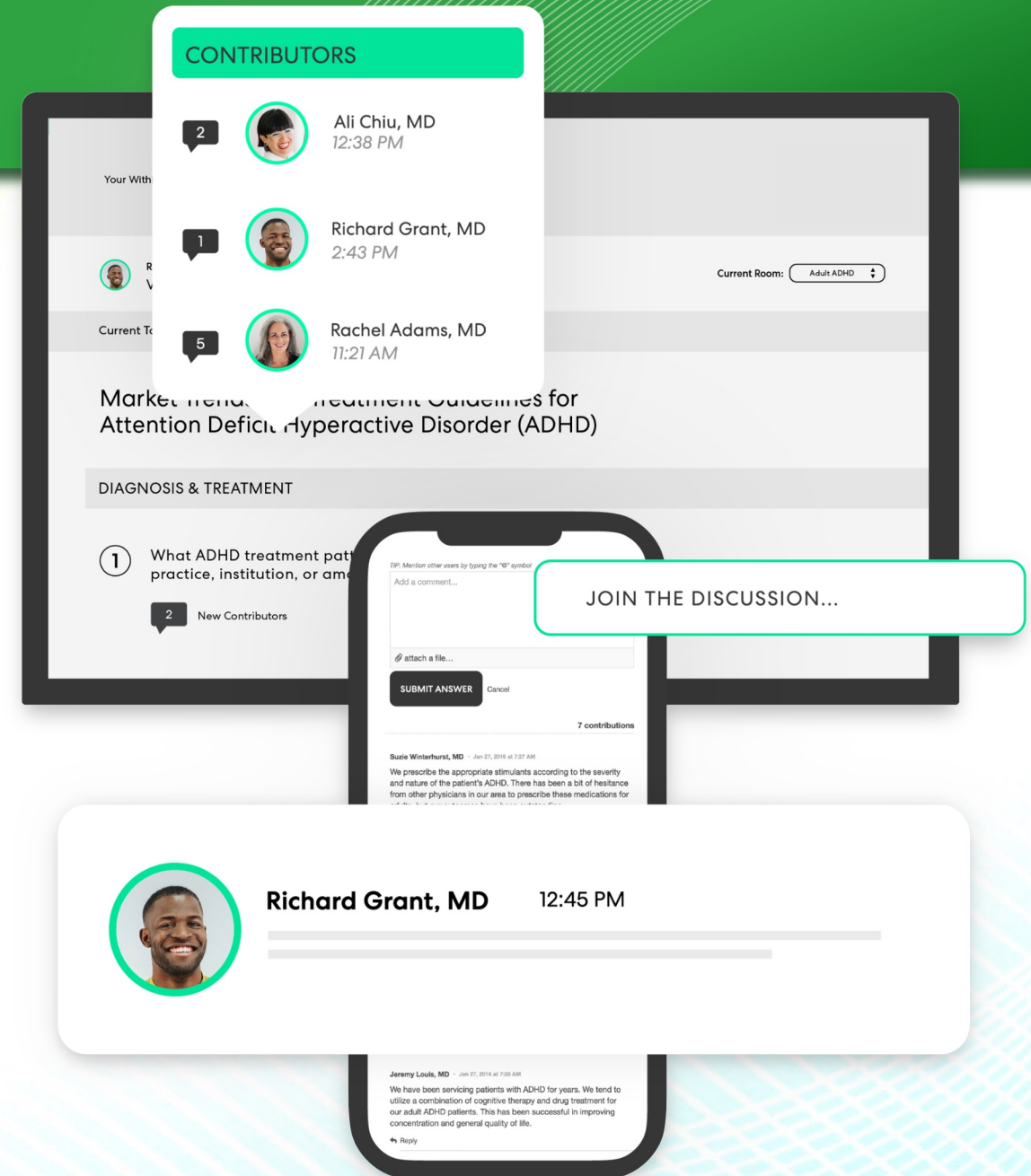
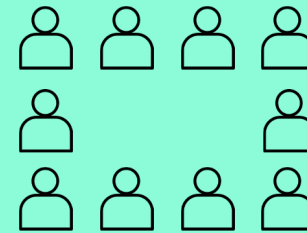# 4 technologies disrupting Insights Management
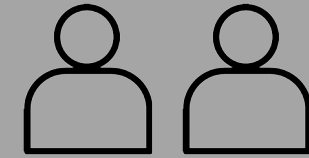

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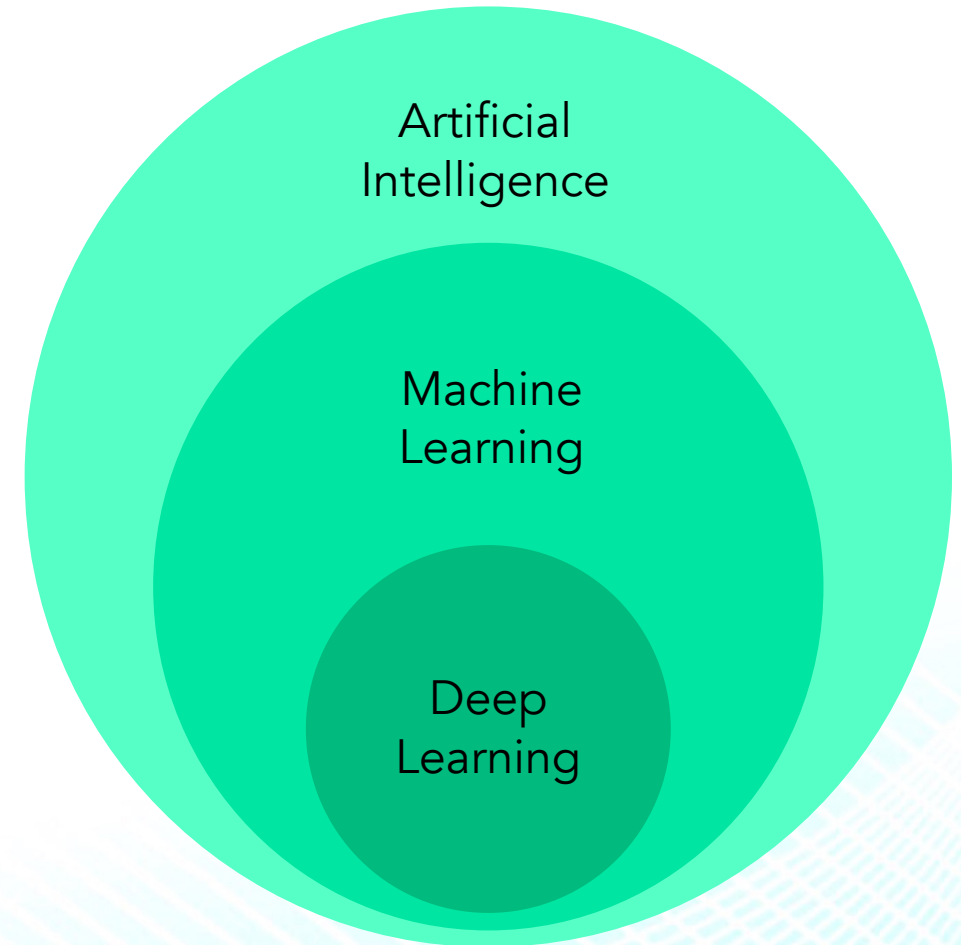
What is Artificial Intelligence?

Artificial Intelligence (AI): AI is building smart machines capable of performing tasks that typically require human intelligence.
Ex: Alexa, Siri, etc.

Machine learning (ML): Machine learning (ML) is an application of artificial intelligence (AI) that provides systems the ability to automatically learn and improve from experience without being explicitly programmed.
**Ex:** Alexa uses ML to predict your next question and answer it correctly

Deep Learning (DL) : Deep learning is an artificial intelligence (AI) function that imitates the workings of the human brain in processing data and creating patterns for use in decision making.

Artificial Intelligence

Machine Learning

Deep Learning

What is Natural Language Processing?

Natural Language Processing (NLP) is a field of Artificial Intelligence that gives the machines the ability to read, understand, and derive meaning from human languages.
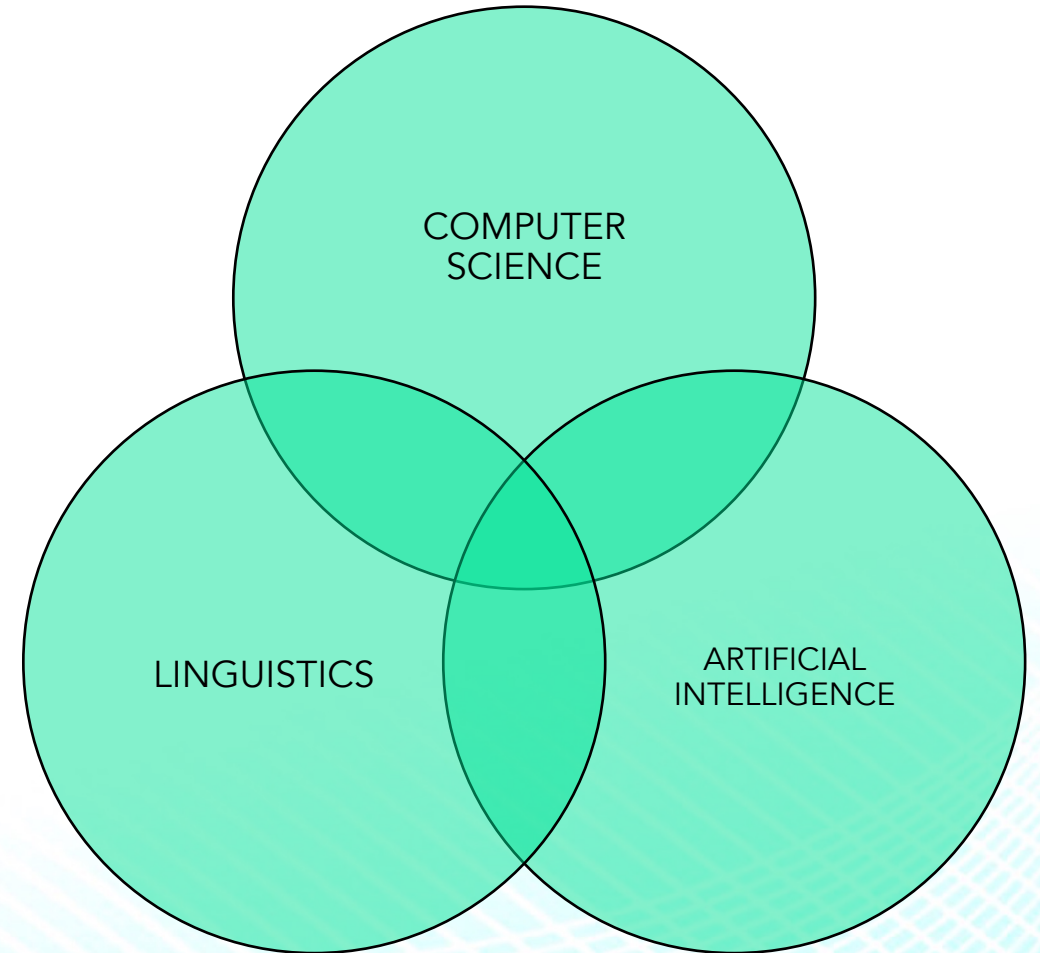
The Anatomy of an Insight through NLP Technology

Life-Sciences trained AI/NLP uncovers the essence of an observation via derived insights, concepts, and sentiment analysis, using the aggregate results to tell you a story about your data.

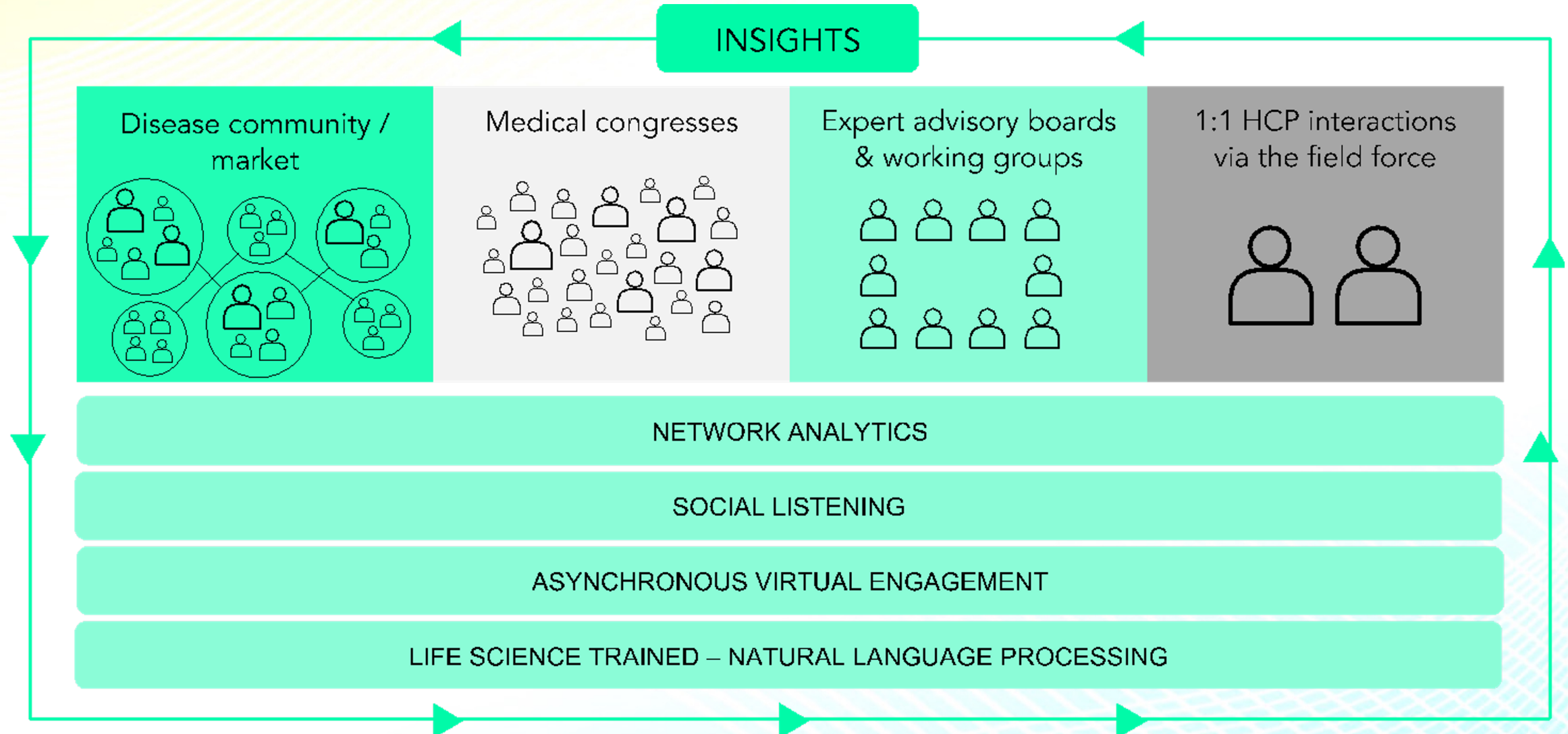Term Analysis is industry trained to identify products, disease states.

Sentiment Analysis using LSTM and Aspect Identification using Grammar Analysis.

Concept Analysis using Medically trained Neural Network identifies additional concepts beyond keywords in text. Concepts: adolescence, families, impact

"Product A has been well tolerated in younger infants, but older infants Have had lots of safety scares. Families were scarred by seeing their children so sick, and HCP feels they cant get over this. Possible negative community feelings on Product A."

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Common "technology architectures" for insights management

Spreadsheets, consultants, point technology
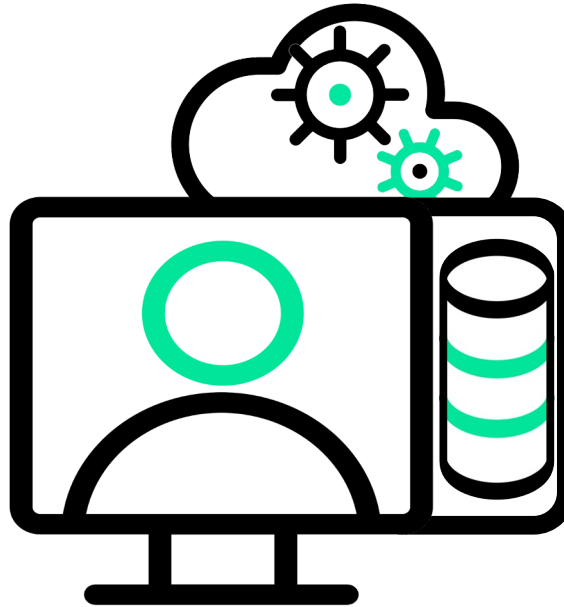
CRM + insight add-ons

Insights Management platform integrated with CRM

Section 3

Thank you