

Accelerating KOL Intelligence and Commercial Strategy



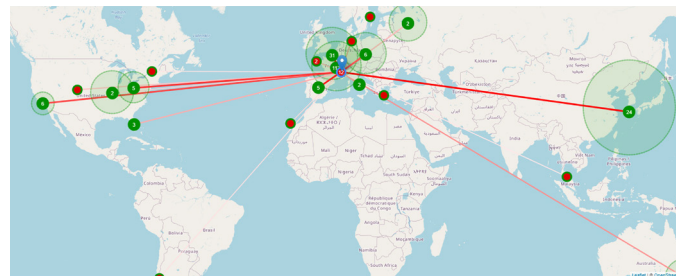
TA Scan

TA Scan is a clinical and commercial business intelligence tool that aggregates global clinical trial, presentation, and publication data into a single intuitive database.

TA Scan's high-quality data facilitates and accelerates data-driven decision-making, supporting Commercial teams to make more informed decisions around their KOL identification, engagement, and overall brand strategies.



The TA Scan Solution: Transforming Unstructured Data into Knowledge



Targeted KOL identification, profiling and tracking is time-consuming, repetitive work and requires high precision in every stage of the process. Efficiently locating relevant data and aggregating it into insights is crucial.

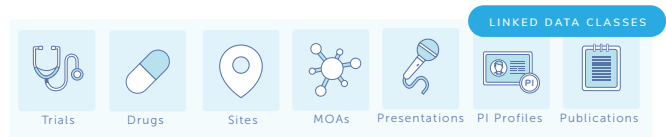
TA Scan provides an accurate, comprehensive view of global R&D so you can quickly understand therapeutic landscapes, while proprietary algorithms analyze, measure, and rank KOL and PI data based on their experience and impact.

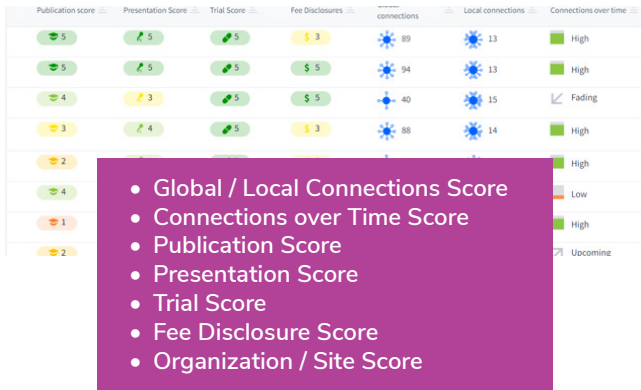
TA Scan saves time and manual effort, providing impactful data insights to drive successful commercial strategies.

A Data-Driven Approach to Stakeholder Engagement

- Aggregated data from hundreds of public domain sources (ct.gov, PubMed, Sunshine Act, Medicare, etc.), including 440K unique clinical trials, 7M publications, and 725K presentations taking place globally
- Comprehensive profiles and scores on persons, organizations, and clinical trials across all indications
- Unique, patented linking and analysis algorithms
- Experience-based insights for principal investigators, authors, conference speakers, and fee disclosure recipients

To enable in-depth analysis, TA Scan includes a robust set of modules and features to facilitate searching and analyzing structured and unstructured data within the platform:





Indication-Specific Influencer Scoring

TA Scan enables granular ranking and scoring of KOLs within specific indications, measuring the activity or prominence level of a KOL or a site. Leverage TA Scan's high-precision scoring to:

- Identify KOLs who could help with your educational initiatives
- Segment up-and-coming KOLs for advisory boards
- Rely on clinical and scientific footprint for publication initiatives
- Gain insight on competitive intelligence from fee disclosures
- Get deeper insights through custom scores and rankings

Streamline your KOL Identification Workflow

TA Scan's intuitive interface has been designed to help Medical Science Liaisons (MSLs) bridge the gap between pharma, the medical community, and patients. With TA Scan, MSLs can easily identify, profile, and track KOLs.

- Quickly identify KOLs of interest with TA Scan's powerful semantic search
- Save time and manual effort in ranking and scoring relevant KOLs with the help of proprietary tiering algorithms
- Visualize collaborator networks to understand connections between global investigators
- Automated weekly data updates provide up-to-date intelligence to support the ongoing KOL relationship



Adaptive, Interactive Reporting

TA Scan's granular search capabilities span all disease indications on a global, country, and more focused local level for KOL, trial, and site data. Create flexible reports that only contain the most relevant data elements for you. Share interactive reports with real-time data among colleagues, or export your report into PDF to facilitate accessibility and wider sharing for further input.

Why TA Scan?

- Single source of truth: all-in-one tool that collects, aggregates, and analyzes clinical, publication, and congress data
- Integrated analytics modules for quick and easy analysis
- Weekly data updates
- Exportable graphical outputs and reports
- Self-driven and intuitive user interface
- Dedicated customer support covering all time zones

TA Scan is a product of Anju.

Anju provides an adaptive platform for clinical trials, medical affairs and a newly designed, state-of-the-art clinical content and data repository. It's an AI-based analytical solution combined with data and application integration capabilities, serving the worldwide pharmaceutical, biotech and contract research Life Sciences markets.

Learn more about TA Scan. Scan the QR code.

