

DATA-DRIVEN SOLUTIONS

Unparalleled digital tools and platforms to find and engage the right medical experts, and uncover the insights that transform the trajectory of the brand



KOL Identification and Profiling

- Landscape analysis of therapeutic area—all research, events, clinical trials, and associations of high relevance to the disease
- Identified, scored, ranked list of experts with supporting data
- In-depth profiles on experts, sourced from publicly available information



KOL Mapping Platform

- Comprehensive profiles and KOL analytics
- In-depth relationship network mapping and detailed connections
- Segmentation mapping and Rising Star identification
- Real-time scoring and weighting on aggregated expert data



Digital Opinion Leader Map

- Identification and analysis of top Digital Opinion Leaders, along with reach, impact, activity, and messaging
- Real-time DOL Profile pages capturing impact and social discussions by and about each expert
- Network analysis capturing discussions between DOLs
- Powerful full-text search of social media conversation content



Expert Engagement Tracker

- Record interactions, engagements, surveys with HCPs and KOLs
- Ad hoc filtering and engagement reporting
- In-depth profile pages containing calendar tool to plan and track engagements over time
- Email automation: Send approved emails to KOLs and management teams



PRECISIONscientia



Congress Resource Center

- Online resource center where congress attendees and internal personnel can obtain information prior to, during, and after congress events



Literature Watch Platform

- A collaborative platform enabling agency and client scientific personnel to find, select, and distribute monthly updates



Competitive Intelligence Platform

- Automated system scanning hundreds of news sources and industry feeds to pull and tag relevant, brand-specific news stories and research



To learn more about PRECISIONscientia, contact Anuraag Sarangi at anuraag.sarangi@precisionvh.com or visit [precisionscientia.com](https://www.precisionscientia.com)