



**H1**

# The Five Best Kept Secrets for a Successful Conference Season for Medical Affairs

## Our Best Tips for Conference Planning

Congresses are often the best opportunity to connect with HCPs and key opinion leaders (KOLs) in person and make up about 40% of a medical science liaison's (MSLs) responsibilities. Most MSLs cover at least six conferences a year, including national and now more frequently regional congresses.

With a new conference season approaching, H1 is helping thousands of MSLs and Marketing teams prepare for everything needed to be successful. Flexibility, preparation and planning are the most critical aspects of a successful conference strategy. We know it takes more than just showing up.

### Plan, Prepare & Pivot:

Three main reasons to refine your Congress Strategy:



Face-to-face time with KOLs



Gather relevant insights from the congress



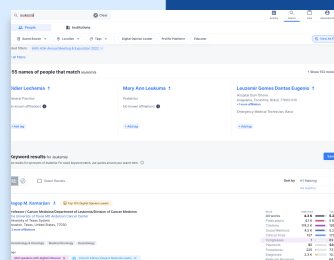
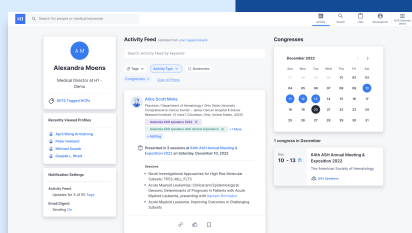
Identify key sessions and speakers

If each congress requires two-three months of planning time, that's a lot of ground to cover.

This is where H1 can help. With the H1 platform, you can quickly identify strategic and targeted KOLs, receive updates on speakers and sessions of note and save hours of searching and sourcing data for pre-conference leadership preparation.

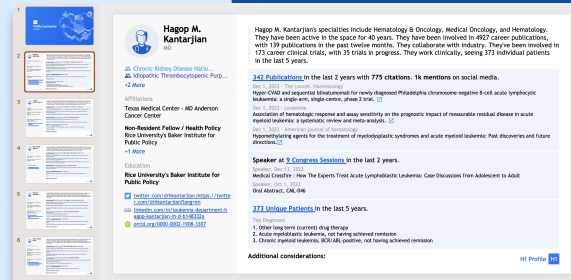
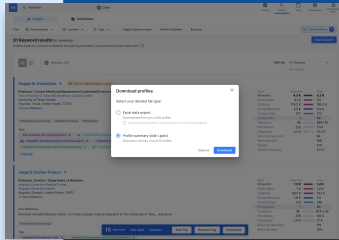
### How H1 Can Help:

- 1 See the key people you care about and the impactful congresses they are speaking at.
- 2 Identify and tag new thought leaders to engage with at the event.



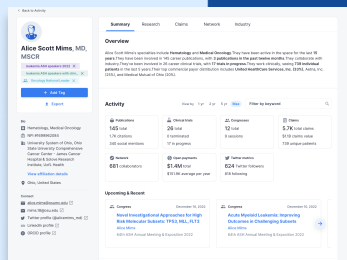
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Come armed with prebuilt HCP profile downloads, making preparation a breeze.



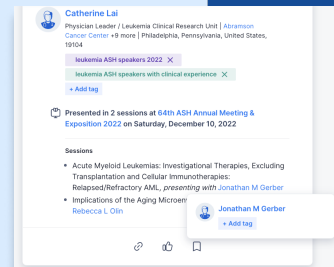
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Follow up with insights on the nature of relevant sessions.



5

After the congress, add new HCP tags to track KOLs that had impactful sessions.



## Congress with Confidence with H1 Key Feature Highlights:



### Identify Relevant KOLs

After filtering for your specific conference, search for HCPs who have published work in your medical area of interest. H1 also offers the ability for advanced searches with multiple keywords using AND, OR, NOT operators. Easily access your HCP's publications, trials and conference speaking experience in one place by searching for their name.



### Organize & Save

Save your searches and assign Tags to organize your HCPs - eg. "Potential Speaker" or "Potential Ad-Board." Understand who else your HCPs are connected with. Leverage these relationships to widen your connections and expand influence.



### Sort HCPs by Focus Area

H1 offers you the ability to tier your experts in platform, in relation to their experience in your area of interest. Use filters such as the 'State' filter to refine for HCPs specific to your territory and requirements. Filters such as 'Publications' can be used to refine for experts with Guideline experience or 'Congresses' to identify experts with speaker experience.



## **H1** Connecting the world with the right doctors

H1 is the connecting force for global HCP, clinical, scientific and research information. The H1 Connect platform democratizes access to HCP knowledge and groundbreaking insights for life sciences, academic medical institutions, health systems, and payors. H1 Connect fuels a robust product that helps customers discover and engage industry experts, drive equitable research, access groundbreaking science, and accelerate commercial success with the most robust and accurate healthcare professional data.

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