

# Global Medical Expert Network for Medical Affairs and MSL **KOL Discovery & Engagement**

HCP Universe is a daily updated web-based solution, delivering 360-degree insights on global HCPs and KOLs, the work they engage in, their spheres of influence and the patient populations they serve. The platform seamlessly blends proprietary, public, industry, self-reported HCP and patient encounter data into the most comprehensive and connected universe of healthcare information.

## Capabilities

### Identify global key opinion leaders

Search, filter, sort and tag HCPs and KOLs for every situation in a comprehensive database with 10M+ global HCPs, across all TAs.

### Elevate & accelerate commercial activities

Eliminate manual efforts to synthesize complex HCP, claims and patient journey data to understand and tackle your total addressable market.

### Expert recommendations & analysis

Get data assessments across all TAs and geographies, supplemented with research recommendations and opinions curated by world experts in medicine and biology.

### Custom AI-powered activity feeds & workflows

Receive trustworthy updates on the latest activities of HCPs based on public and proprietary knowledge to ensure consistent and meaningful engagements.

## Facts & Figures

**10M+**

HCP profiles

**~10B**

Claims Records across US, Europe & Globally

**420K+**

Clinical Trials

**2B+**

Procedures

**300K+**

Expert recommendations

**3B+**

Diagnosis

**28K+**

Hospital Profiles

**240M+**

Patient Lives





For digital and commercial teams, medical affairs leaders, as well as experienced and rising MSLs, HCP Universe drives value for each department and user by facilitating expansive access to continuously updated crucial insights on global KOL discovery, prioritization, profiling, planning, and engagement strategies.

## What makes HCP Universe Different?

H1 is the single source of truth for medical professional information globally. Quickly identify and engage healthcare providers from advisory board members, to treatment specialists, to digital opinion leaders and more.

- Authoritative relationship building
- Helpful activity feed to eliminate redundancy of daily activities
- Informed territory planning
- Quick and easy identification of the top KOLs in countries and indications of interest
- Quick and easy identification of digital influencers and rising stars open to collaboration
- Detailed breakdown of payer and patient mix for KOLs of interest
- Simplified worklist creation and customization to streamline daily outreach

### Feature Spotlight



#### Claims

Access to 10 billion claims records across Europe and US, integrated in HCP and institution profiles



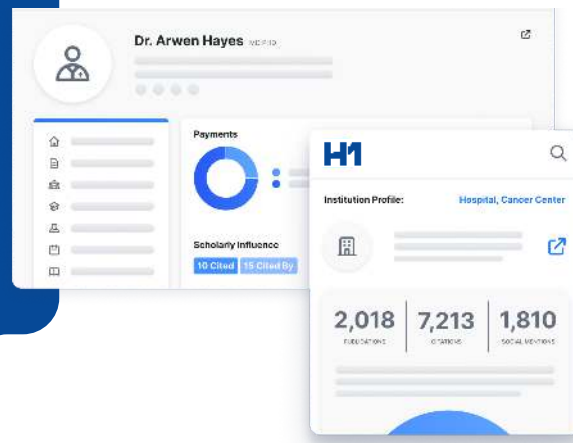
#### xPERT ID

Custom analysis service to identify and tag the top HCPs across TAs and geographies



#### Faculty Opinions

Article and research recommendations from a global faculty of industry leaders and experts



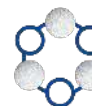
## Customer Benefits



Save up to 10 hours per week



Increase target lists by 40%



Increase meaningful engagements up to 200% with HCPs



275% improvement in identification



46% increase in Digital Share of Voice



Zoom in on the HCPs in 25+ countries