

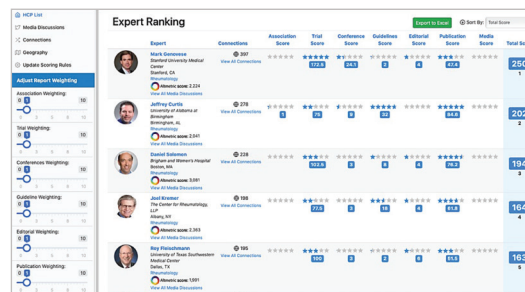
# DATA-DRIVEN SOLUTIONS

Unparalleled digital tools and platforms to find and engage the right medical experts, dive deep into literature and competitive intelligence, and uncover the insights that transform the trajectory of your brand

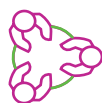
## KOL Identification and Profiling



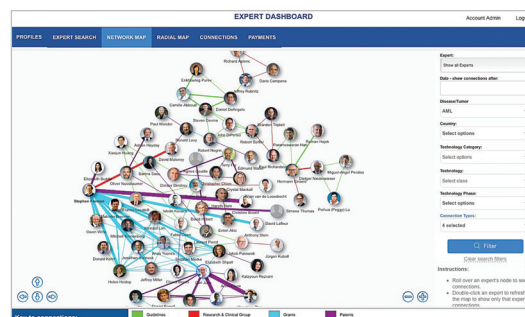
- ▶ Landscape analysis of therapeutic areas—all research, events, clinical trials, and associations of high relevance to the disease
- ▶ Identified, scored, and ranked list of experts with supporting data
- ▶ In-depth profiles of experts, sourced from publicly available information



## KOL Expert Dashboard Platform



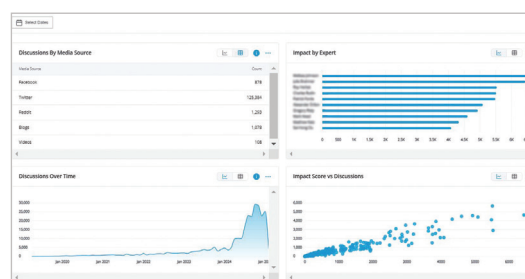
- ▶ Comprehensive profiles and key opinion leader (KOL) analytics
- ▶ In-depth relationship network mapping and detailed connections
- ▶ Segmentation mapping and Rising Star identification
- ▶ Real-time scoring and weighting on aggregated expert data



## DOL Navigator365™ Matrix



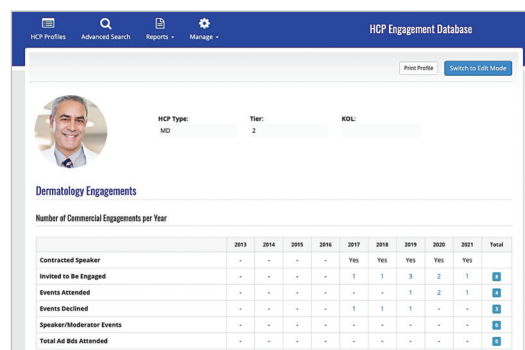
- ▶ Identification and analysis of top digital opinion leaders (DOLs), along with reach, impact, activity, and messaging
- ▶ Real-time DOL profile pages capturing impact and social discussions by and about each expert
- ▶ Network analysis capturing discussions between DOLs
- ▶ Powerful full-text search of social media conversation content



## Expert Engagement Manager



- ▶ Record of interactions and engagements with HCPs and KOLs
- ▶ Ad hoc filtering and engagement reporting
- ▶ In-depth profile pages to plan and track engagements over time
- ▶ User-level configurable access



# CASE STUDY

Precision AQ's DOL solution identifies, maps, and helps activate DOLs to deliver real-time impact analytics, network maps showing the connections among DOLs, and in-depth DOL profile pages that outline each DOL's digital footprint.



## Situation

Our client wanted to increase clinician awareness of an ultra-rare, debilitating genetic disease in order to support patient identification efforts. Field insights made it clear that in addition to known KOLs, there was a large cohort of DOLs with significant influence online who they were not reaching.



## Objectives

- Identify and profile DOLs with the most relevance to the brand and the disease state using our state-of-the-art proprietary DOL data platform
- Monitor DOL digital activity and plan high-impact engagements with selected DOLs to elevate awareness of the ultra-rare disease



## Approach

- Utilize **Precision AQ's DOL solution** to glean invaluable insights about the community, including reactions to new research and relevant events
- Use these insights to measure program effectiveness in parallel with in-progress social and email awareness campaigns

## Outcome

Using Precision AQ's platform, our client was able to monitor disease awareness and drive effective engagement opportunities with DOLs. Results from the project include:

- Identified and profiled 50 DOLs
- Analyzed 5000+ discussions involving these DOLs over the past 5 years
- Used real-time data collection to measure the amplification of client's recent clinical data readout at a congress; we captured 5 new conversations about the research, reaching 10,000 followers within 2 days

As our client targets relevant HCPs with ongoing social and email campaigns, the platform continually measures program efficacy and changes in awareness to inform their overall engagement strategy.

## Speak with our expert

To learn more about KOL Data Solutions and Precision AQ, contact:



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To learn more about Precision AQ,  
visit [www.precisionaq.com](http://www.precisionaq.com)



**PRECISION AQ™**