

5 *cutting-edge features*

every Life Sciences organization
needs for effective & impactful
KOL Management

www.aisse.com/konectar



Continuously Updated Newer Contacts

■ The Need

For driving successful ongoing KOL engagement initiatives, you need to have a dynamic database of HCPs that is continuously updated.

That way, you can discover newer high-potential HCPs who can be involved in your programs. Having a one-time static list limits your market reach.

■ How We Solve

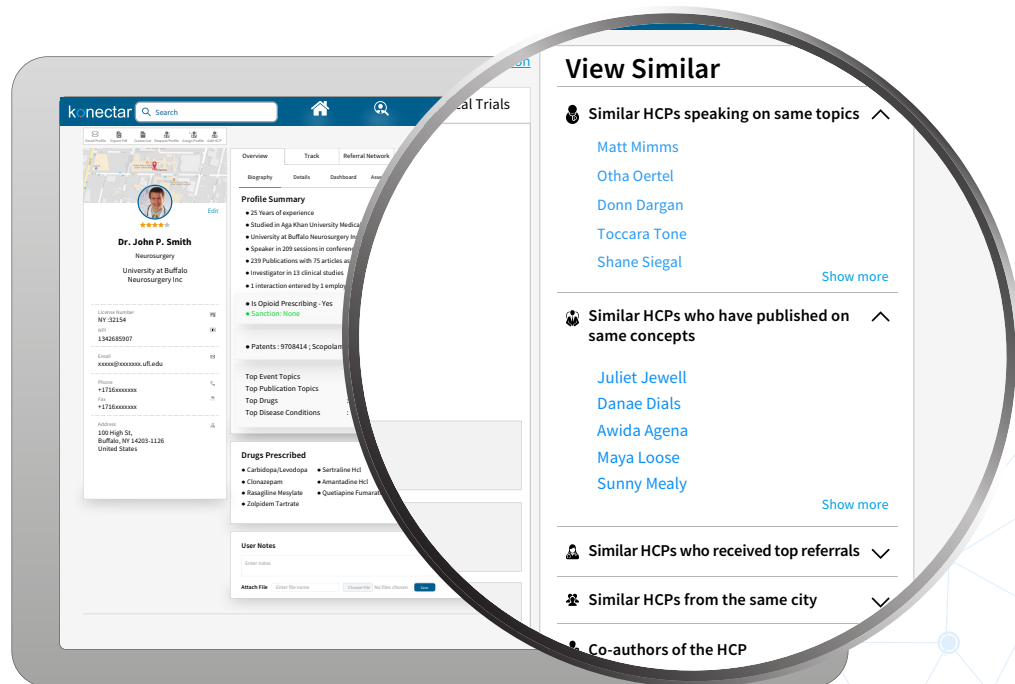
konectar KOL Management Platform is continuously updated. **“View Similar”** feature leverages Machine Learning technologies to learn the expertise in HCPs that you need and automatically recommends newer HCPs who can be engaged.

■ Key Feature Highlights

konectar’s **View Similar** feature analyzes the data from the HCP’s profile that you are engaging and recommends newer HCPs with similar expertise. konectar looks at your HCP’s experience, conditions treated, concept density in the publications topics, speaking engagements and other criteria, and matches them with other HCPs who you are not engaging thereby automatically finding suitable KOLs for you.

Advantage

View Similar tremendously helps you discover newer HCPs without even having to search for them. It is not just a dynamic database, it is a database tailored to your precise requirement.





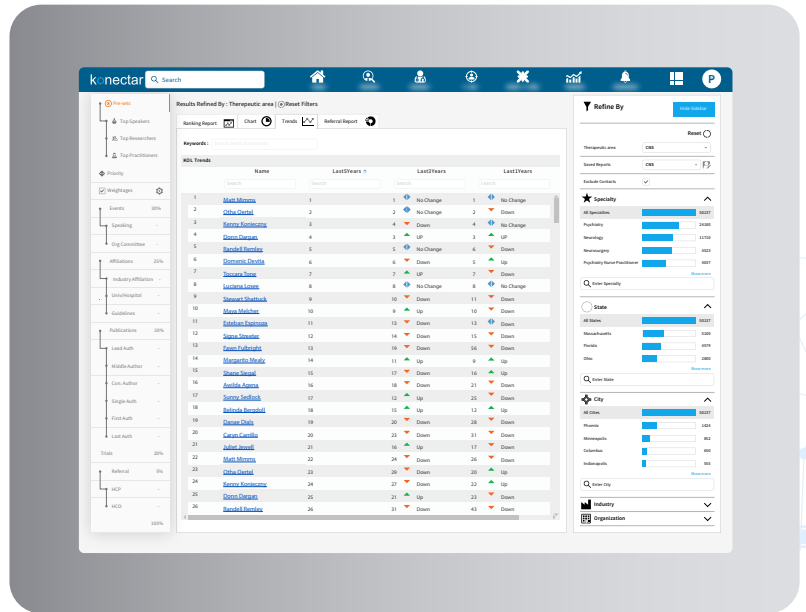
Discover Trends

■ ■ The Need

The landscape of Healthcare Professionals is constantly evolving with newer KOLs entering the space. You need to be constantly looking for newer KOLs to meet your ongoing, complex and changing business requirements. Therefore, objectively identifying rising stars / emerging influencers becomes critical for your KOL engagement initiatives.

■ ■ How We Solve

konectar's **“Discover Trends”** uses Automation to identify rising / emerging influencers by tracking KOL activity over a period of time. You can set your business objectives and rank the HCPs based on that. Discover Trends will help spot the rising stars for each objective that you define. Early discovery of these rising stars gives you a competitive edge in being able to develop strong partnerships with experts early on.



■ ■ Key Feature Highlights

Discover Trends ranks KOLs using Trends Analysis over a period of time across various attributes that include KOL University affiliations, Hospital affiliations, Industry affiliations, Speaking engagements, Publishing activities, Clinical studies, Competitor affiliations and Patient referrals. *Trends* generates a list of HCPs who are rising stars / emerging KOLs who can be engaged for different programs.

Advantage

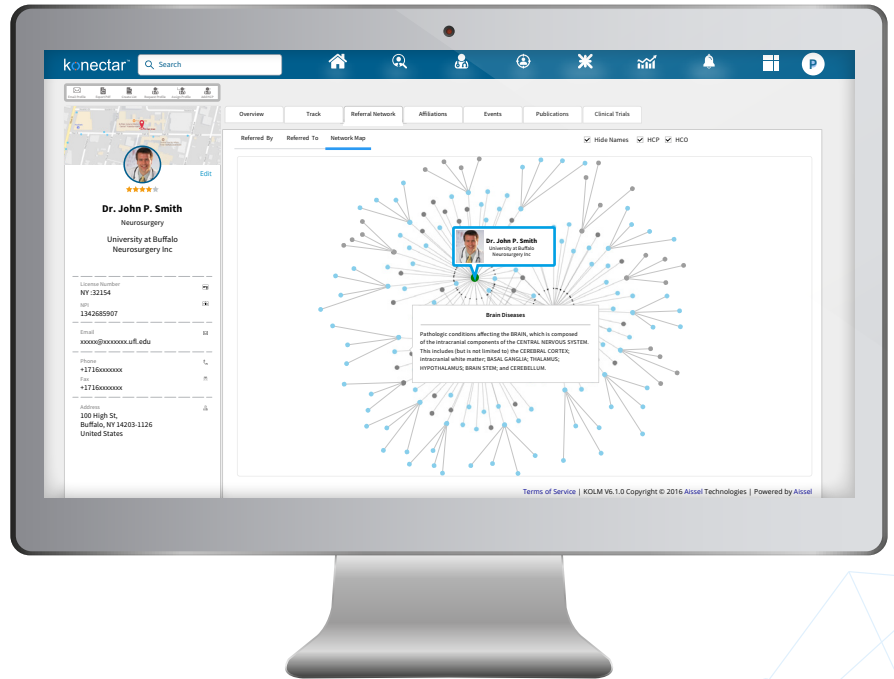
Discover Trends helps you discover a new set of potential KOLs for your HCP engagement activities, thereby expanding the horizon of KOLs to connect with. *Discover Trends* is a powerful tool in your hand for finding leaders of tomorrow.

3

Referral Networks

The Need

There is a need to understand the network, connections and flow of patient referrals within the community of HCPs to get an in-depth understanding of conditions treated and drugs prescribed. This predominantly enables you to discover the prescribers in the precise area.



How We Solve

Using our advanced mapping technologies, konectar maps HCP connections up to 3 levels. So you can find Top Prescribers / Influencers by ranking HCPs using up to 3 degrees of connections.

“Referral Networks” available within konectar uses the patient referral data to clearly lay the connections between HCPs and healthcare organizations. You can easily find the top prescribers in any region, who have high patient referrals and a strong peer-peer network in any specialty.

Key Feature Highlights

The *Referral Network* feature generates the network maps of physicians based on patient referral data. This feature thereby helps in discovering credible and influential Top Prescribers / HCPs by specific area of specialty.

Advantage

Close analysis of patient referral data will clearly help you identify the top prescribers. This data also helps you understand the connections and flow of patient referrals within the community of healthcare professionals.



Industry Payments Analytics

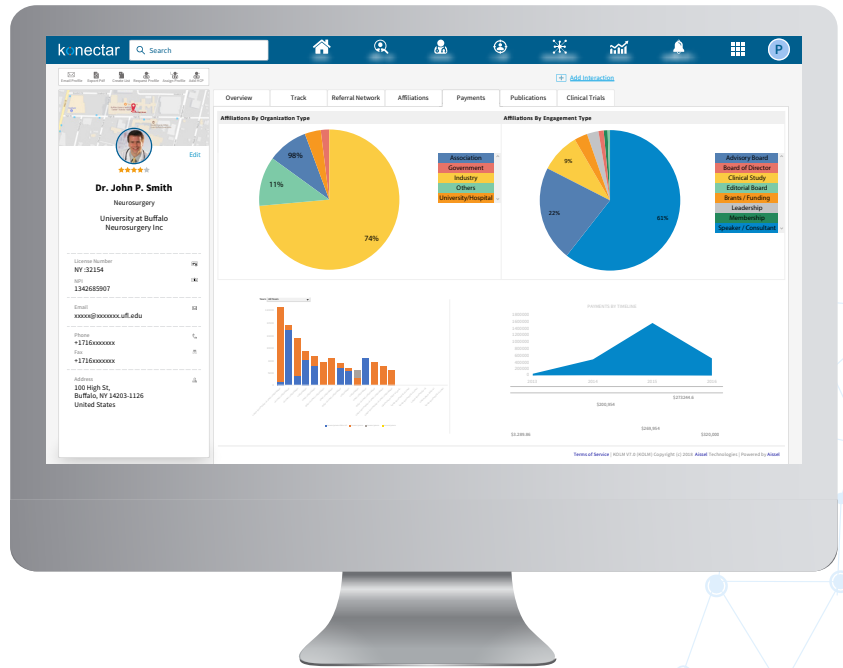
■ ■ The Need

Life Sciences companies need to track HCP Payments to get an understanding on average spends on HCPs, competitor affiliations and overall HCP utilization for different engagements. This can provide valuable insights to plan strategic KOL initiatives and engagements.

■ ■ How We Solve

konectar's "**Industry Payments Analytics**" feature provides you the most robust and insightful analytics around the Industry-HCP partnerships.

Analysis of payments data reveals how HCPs are utilized by your competitors for different activities. You can understand which of the HCPs that you work with also have affiliations with your competitors.



■ ■ Key Feature Highlights

Payments Analytics uses Open Payments data and creates insightful reports around the industry-HCP engagements. *Industry Payments Analytics* helps in understanding the highest and lowest paid HCPs in each category such as: General Payments, Associated Research, Research Payments and Ownership. Through statistically analysed data, you get to know the Market Value of the HCP for different activities.

Advantage

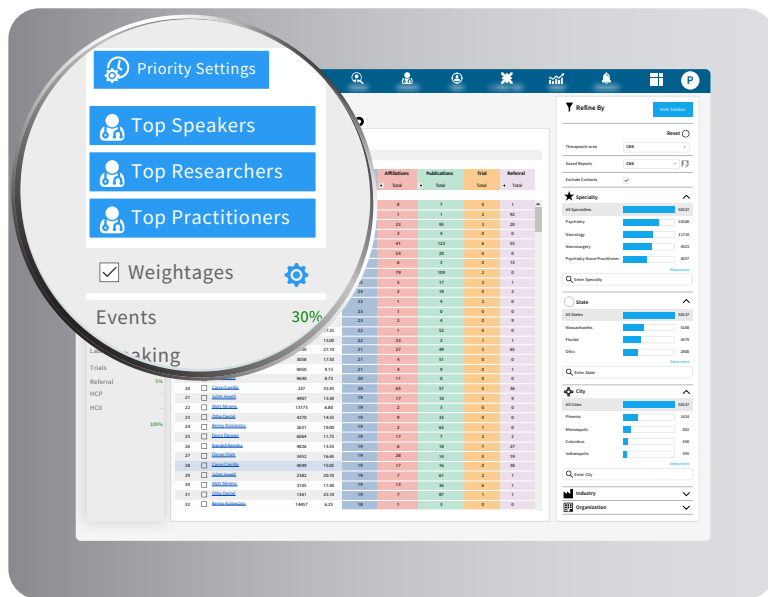
You can now create your own list of potential HCPs to engage with. konectar's *Payments Analytics* gives you a solid understanding of competitor engagements, spends and your own comparative engagements.



Expertise-Based Segmentation

■ ■ The Need

KOLs have diverse expertise / interests and one individual may not be suitable for all the activities. Therefore you should carefully segment the HCPs based on their expertise and experience, and further categorize them by sphere of leadership; global, national or regional influencers.



■ ■ How We Solve

konectar's advanced "**Expertise-Based Segmentation**" capabilities automatically creates a dynamic list of HCPs based on their interests and expertise. Segmentation report enables you to align the right HCPs to the right program, so you can create productive partnerships.

Expertise-Based Segmentation feature provides insights like HCP

speaking activity, publishing activity, clinical studies and referral network. The feature thereby enables you to identify the right HCPs based on their interests and expertise.

For e.g., HCPs who are researchers and have high publications are not usually the ones who have high patient referrals. So you need to create different segments for Top Publishers and Top Prescribers and so on. For each business objective, there should be different set of influencers that has been generated based on the objective analysis of data. The feature also further enables the segmentation of experts into Global, National and Regional Influencers.

■ ■ Key Feature Highlights

konectar's *Expertise-Based Segmentation* reports are highly flexible, dynamic and user specific. The dynamic reporting changes the data on just a click and you have clearly defined segments of KOLs. You can align KOLs to different objectives based on their expertise and interests.

The feature provides dynamic reporting with multiple levels of drill downs for assigning weightages and choosing the ranking criteria. It gives precise results with conditions treated along with topics of interest. In addition, it provides the segmentation of HCPs up to a particular city and region level.

Advantage

A powerful way of creating objective and data-driven segments of HCPs will increase the probability of success of your communications programs. Discover the right experts matching precisely the requirements, align them for different initiatives and engage them in productive interactions.

Aissel Technologies specializes in cutting-edge medical Thought Leader solutions. konectar, our KOL Management Platform has the most innovative features built using robust technologies for data analytics and reporting, sophisticated algorithms using machine learning for client-specific KOL identification. With a really cool user interface, users can Discover, Profile and Engage the right medical experts with konectar.

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