

## Industry Payments Analytics

konectar KOL Management platform is a one-stop solution for end-to-end KOL Management activities.

konectar HCP-industry Payments Analytics analyses over 78 million payment records of HCPs and provides valuable insights to strategically plan for Key Opinion Leader identification and engagement.

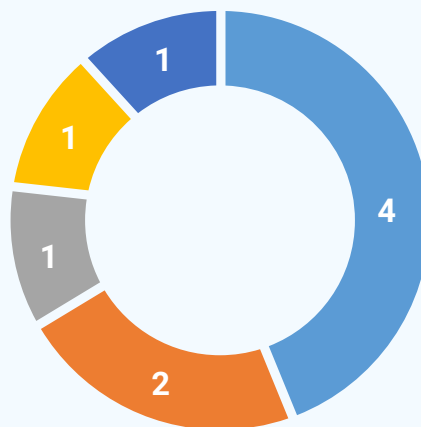
### Payments Insights and Trends for Pfizer Oncology

Top 5 Oncology experts engaged by Pfizer and their competitors (General Payments 2020)

| KOL Name                      |                     | Companies                                       |                                               |                                       |
|-------------------------------|---------------------|-------------------------------------------------|-----------------------------------------------|---------------------------------------|
| Dr. Cheryl Ann Sadow          | Pfizer<br>\$198,990 | Merck Sharp & Dohme<br>\$344,840 <span>↑</span> | Medivation<br>\$18,820 <span>↓</span>         | Sanofi US<br>\$500 <span>↓</span>     |
| Dr. Michael L. Steigner       | Pfizer<br>\$104,400 | Seagen<br>\$3,200 <span>↓</span>                | Merck Sharp & Dohme<br>\$2,670 <span>↓</span> |                                       |
| Dr. Amit R Mehta              | Pfizer<br>\$87,759  | Incyte Corporation<br>\$70,753 <span>↓</span>   | Astellas Pharma<br>\$61,657 <span>↓</span>    | EMD Serono<br>\$56,695 <span>↓</span> |
| Dr. Jennifer Watamura Uyeda   | Pfizer<br>\$74,850  |                                                 |                                               |                                       |
| Dr. George Rachid De Oliveira | Pfizer<br>\$74,420  | Merck Sharp & Dohme<br>\$156,290 <span>↑</span> | Sanofi US<br>\$225 <span>↓</span>             | Cook Medical<br>\$12 <span>↓</span>   |

Top 5 competitor products engaged by the top 5 Oncology experts engaged by Pfizer (General Payments 2020)

### Top 5 Products Discussed



■ Keytruda | 
 ■ Xtandi | 
 ■ Monjuvi | 
 ■ Tavalisse | 
 ■ Lenvima

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