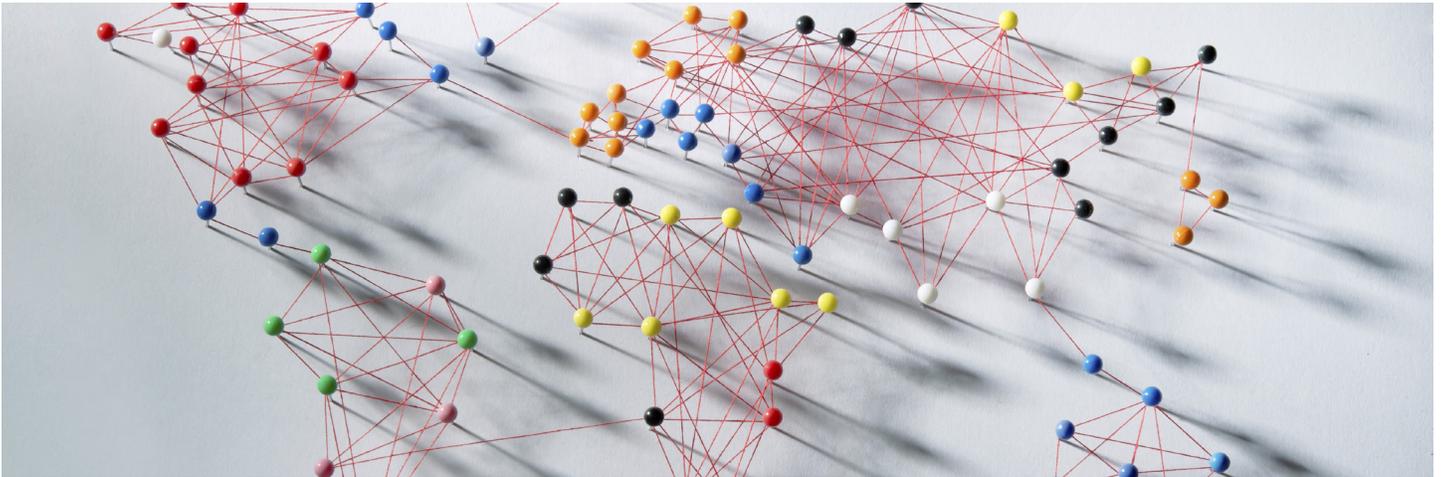**ZEPHYR**
H E A L T H

Zephyr Health delivers insights that revolutionize thought leader management

Engaging with global thought leaders

After the successful launch of a new therapy in the United States, the Medical Affairs team at a leading biopharmaceutical company specializing in innovative cancer therapies needed an efficient way to organize a growing and diverse group of thought leaders for a worldwide launch. Multiple stakeholders in their organization were planning initiatives for this global launch, and they needed to identify (or verify) clinical investigators, scientific speakers and advisory board members to support these initiatives.

The challenges:

1. In order to identify and select the most relevant thought leaders around the world for the global launch, the company needed a fact-based selection process that would be transparent and meet with compliance requirements.

2. They needed to ensure they were choosing the right experts for the right markets, and for the right level of influence for each initiative - without over-engaging with certain thought leaders or physicians.

The players:

Muriel Siadak, Director, Medical Affairs was heading up this project for this multinational biopharmaceutical company and engaged directly with Zephyr Health to help "find the needle in the collection of haystacks".

Zephyr Illuminate™ **helps Life Sciences companies:**

- Better manage access to and interaction with global thought leaders, balancing the needs of multiple stakeholders and avoiding thought leader fatigue

- Gain a holistic picture of relevant and emerging thought leaders for better, more effective education and advocacy initiatives

- Improve efficiency and efficacy of education and advocacy initiatives, bringing clear financial benefits to their organizations

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The Solution: Insights-as-a-Service

Valuable insights come from valuable data connections

The basis for transformational insights was *Zephyr Illuminate*, a unique Insights-as-a-service solution, with global data platform that includes thousands of connected data sources; public, private, 3rd party vendor and even CRM and ERP. For this biopharma customer, the global data repository included;

• Company sponsored clinical trials, investigator sponsored trials, publications and NIH funding

• Professional engagements, scientific advisory boards, editorial boards, professional societies and scientific speaking engagements

• Company engagements, steering committees, medical affairs field interactions and networks for the company's known thought leaders

With this new platform the customer was able to run a query in less than 2 minutes, when previously, the same aggregation of data from multiple sources and stakeholders could take up to two weeks or more.

Engagement: quantifying interactions with thought leaders

Zephyr Health was able to filter, rank and score the company's database of thought leaders so that they could quickly and easily get a complete picture of their footprint with these professionals.

The *Zephyr Scores* that compose the "Engagement" score demonstrated all company interactions - home office and field interactions - with each of the company's targeted experts and healthcare providers. In a single view, the Medical Affairs team was able to determine who they still could work with for this global launch - without creating duplication or fatigue. Using the Engagement score they were also able to develop a cohesive plan for the launch across multiple time zones and regions for each initiative.

Using *Zephyr Illuminate* the company quickly realized they had one speaker who had been all around the world and who was utilized all the time. However, his clinical and investigator partners were just as experienced as he was and a bit miffed that they were not being included. Not only was the company missing out on the opportunity to further develop these new leaders, they weren't capitalizing on the depth and breadth of knowledge that was so clearly demonstrated by looking at the data objectively.

Key Takeaways

When Medical Science Liaisons (MSLs) are asked to create their own list of potential thought leaders from scratch, it's estimated that it can take upwards of 80 people hours per education campaign or initiative. Using *Zephyr Illuminate* to identify those thought leaders could reallocate those hours to high value work and save the organization $240,000K* per campaign.*

*Based on an average annual salary of $140,000 and a MSL team of 40 across an organization.

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"Unlike other vendor tools or consultant engagements we used previously, Zephyr Health provided a complete solution with rich data sources, dynamic insights and a user-friendly interface that put us in control of managing our Medical Affairs initiatives globally."
- Muriel Siadak,
  Director,
  Medical Affairs

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Influence: identifying top thought leaders with holistic profiles

With this new view into their thought leader database, the company was able to compare and contrast leaders based upon their specific level of Influence - another key *Zephyr Score* that takes into account the following factors: leadership roles, guidelines authorship, congress speaker engagements and sponsored publications.

The company was able to identify US physicians who had trained outside the US and who could be better speakers for specific countries (e.g. those trained in Mexico may be a better option for the Latin America team to utilize). Muriel Siadak, the Medical Affairs Director said, "I found two primary investigators with a lot of clinical experience who had done their medical training in Latin America. They would be able and would have an interest in being part of our Latin American effort." The global affiliate team was very pleased to have someone [Siadak] on a global level come back with such precise and relevant thought leaders for their initiatives.

The company could now see a complete picture of their thought leaders, what made them similar, or different, and what kind of footprint the company had with each one. They were able to identify, qualify and develop a plan to tap into additional scientific speakers who met specific criteria, which helped increase their list of potential thought leaders by **18%**.

Optimizing strategic plans with data insights

Zephyr Health provided a solution that helped the Medical Affairs team greatly improve their global thought leader management by collecting and connecting all of the different sets of data the company had on their thought leaders and serving up meaningful insights that could be easily accessed by business users. Additionally, the insights were delivered in real-time, which meant they did not need to wait on internal teams or external consultants to manage the data and analysis.

Streamlining inefficiencies across the business

Prior to implementing *Zephyr Illuminate*, the company's data was kept in spreadsheets, slide decks, notebooks and, many times, in people's heads. As the company's team members changed jobs or roles, information was lost which forced increased spend on training, onboarding new employees and getting new team members up to speed. Additionally, there was more reliance on external vendors to conduct research and develop lists. Using the Zephyr Health platform, this leading biopharmaceutical company estimated **a savings of $300,000 each year** that would otherwise have been spent on 4-5 different consultancy projects and list purchases.

Highlights

Global Healthcare Data
Comprehensive treatment data for every major disease area is continually refreshed and works out of the box

Machine Learning
Proprietary algorithms link disparate data sources, delivering predictive analytics and actionable business insights

Ready-to-use Solution
Cloud based, easy-to-use software integrates with existing enterprise technology

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