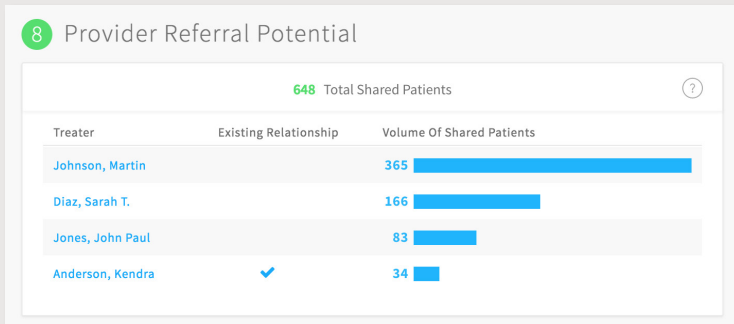


Relationship Analytics

Networks of relationships are shifting the decision-making process for Life Sciences companies. It's no longer enough to simply view a Healthcare Provider (HCP) or Organization (HCO) in isolation to understand their value to your organization.

With *Relationship Analytics*, you can quickly and easily navigate the complex web of provider relationships. This complete suite of analytics includes a deeper look into a collection of relevant connections based on type, importance, and strength.

Here are a few examples...



Account Referral Potential

Boost field teams' effectiveness with unique insights on a provider or organization's network. Measure and compare a physician's account referral potential, driven by treatment experience, geographic proximity, and volume of historical referrals.

Peer Referral Networks

Improve sales by easily determining top referring providers and the potential they have to form new referral relationships, based upon shared patients, therapy-specific relationships, historical referrals, proxy treatment usage, diagnosis, epidemiology, and location.



Research Networks

Increase customer engagement with tailored messaging by understanding a provider's publication network and discovering shared interests and common research with co-authors or co-investigators.

Speaker Influence Networks

Optimize speaker program ROI by identifying high potential attendees or speakers using shared patients, similar event attendance patterns, common research or publication networks, and relative distance.

Key Benefits

- Enhance HCP and HCO targeting and outreach efforts with a summary view of their key connections
- Customize marketing to high potential customers based upon their peers' engagement and influence
- Unlock sales potential by uncovering high potential referring and prescribing physicians
- Get ahead of the competition by quickly discovering up-and-coming thought leaders