



# Digital/Multichannel Stakeholder Engagement Overview

Quick Start Guide

June 2023

# Clarivate DRG Platform - Initial Login

To login to the Clarivate DRG platform, click on - <https://authentication.decisionresourcesgroup.com/login/Solutions>

Clarivate™ | DRG [About Us](#) [Contact Us](#)

## Welcome to Clarivate DRG

Whether you are a new or existing user, enter your email address

Work email address

Work email address

Get started

Having problems? Email [DRG.support@clarivate.com](mailto:DRG.support@clarivate.com)

[Privacy policy](#) | [Terms of use](#)

# Get started using Digital/Multichannel Stakeholder Engagement

**Clarivate™ | DRG** About Us Contact Us

**Welcome [redacted] from Clarivate**

Hover over any link to learn more about each product platform. Green check marks indicate partial or full content is available to you as part of your current subscription.

Have a question? **Please contact us** **2**

### Understand the Market

Disease, Company & Drug Insights

- ✓ Disease, Company & Drug Insights Platform
  - Disease Insights
  - Epidemiology
  - Biosimilars
  - Company and Drug Insights

Medtech

- ✓ Medtech Insights Platform
  - Market Insights (Medtech 360)
  - Brand Tracking (Pricetrack & Marketrack)
  - US Medical Supply Distribution

US Market Access Insights

- ✓ US Market Access Insights Platform
  - Health Plan Analysis
  - Market Overviews
    - Market Overview Interactive Database
  - National MCO Analyzer
  - Power Profiles

### Optimize Access

US Formulary Data & Analytics  
By Fingertip Formulary

- ✓ Account Management Dashboard
- ✓ Fingertip Accounts
- ✓ Fingertip Alerts
- ✓ Fingertip Analytics
- ✓ Fingertip Home Page (Legacy Platforms)
- ✓ Fingertip Restrictions
- ✓ Fingertip Validation Tool
- ✗ Fingertip PolicyTrack

US Lives Data & Analytics

- ✓ Employer Vantage (2020 Data)
- ✓ Employer Vantage (2021 Data)
- ✓ Integrated Payer Platform
- ✓ Managed Market Surveyor Suite (Including Pharmacy Benefit Evaluator)

Global Market Access

### Engage Customers

Sales Enablement

- ✓ Fingertip Publisher

Commercial Targeting

- ✓ Healthbase
- ✓ Medtech Insights Platform
  - Commercial Targeting (Procedure Finder)
- ✗ Field Force Navigator (FFN)

Digital/Multichannel Stakeholder Engagement **3**

- ✓ Digital Insights Platform
  - Multichannel Physician Engagement
  - Multichannel Patient Engagement
  - Multichannel Payer Engagement

**1.**  
Go to:  
<https://authentication.decisionresourcesgroup.com/login>

**2.**  
Upon login screen, use your work e- mail address and password to login. If you experience any issues, please contact [healthcare.support@clarivate.com](mailto:healthcare.support@clarivate.com)

**3.**  
Click on the "Digital/Multichannel Stakeholder Engagement" link.



# Digital/Multichannel Stakeholder Engagement Platform

Hi  what are you looking for today?

Multichannel Engagement

Search within Multichannel Engagement

Biopharma

Medtech

Multichannel Engagement

Taking the Pulse

Get started

Taking the pulse

Clarivate's physician multichannel studies provides detailed insights on the information-seeking behaviors of physicians, and how these behaviors impact their clinical decisions, with insights aligned to the key conditions they treat.

- 25+ specialties across

- 17+ countries

Physician Multichannel Insights

Taking the Pulse

Clarivate's annual study among HCPs helps understand how to better engage physicians, enabling more impactful HCP engagement strategies. The study explores HCPs' information-seeking behaviors, content needs, channel preferences, and how these behaviors influence their clinical decisions. Understand physicians' multichannel behaviors and needs, which tactics influence prescribing, and how to improve your HCP engagement strategy.

Advisory Studies

Get started

Advisory Studies

Advisory (Physician/Patient)

Advisory Studies

Digital Competitive Landscape Studies | Social Intelligence Studies | Digital Therapeutics (DTx) Studies | Patient Journey | Custom Studies

Cybercizen Health

Get started

Cybercizen Health

Clarivate's patient multichannel studies uncovers detailed insights on their information-seeking behaviors, and how these behaviors impact their health-related decisions. These insights provides the patients/caregivers' perspective, complementing Clarivate's HCP multichannel insights at a condition-specific level.

- 54+ conditions across

- 6+ countries

Patient Multichannel Insights

Cybercizen Health

Clarivate's annual study among Patients helps understand how to better support patients and/or caregivers, enabling more impactful customer engagement strategies. The study explores patient's information-seeking behaviors, content needs, channel preferences, and how these behaviors influence health-related decisions

Multichannel Payer Marketing U.S

Get started


Multichannel Payer

Multichannel Payer Marketing Study shows you how P&T committee members use digital sources to make formulary decisions; what they want from account managers and pharma digital services; which patient support solutions influence formulary placement; and how to improve your payer engagement. Analyst insights based on an in-depth study of 180 U.S. P&T committee members at hospitals, MCOs, PBMs.

Payer Multichannel Insights

Multichannel Payer Marketing U.S

1. Click on one of the product links to access each respective reports directory.

 Clarivate™

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# Taking The Pulse – Physician Multichannel Insights

The screenshot displays the Clarivate DRG Multichannel Engagement website. The header includes the Clarivate logo, DRG, and a search bar. The main navigation bar shows 'Physician Multichannel Insights' in the 'United States'. The page is divided into three main sections: 'Taking the Pulse U.S.', 'Advisory Studies', and 'Advanced Search'. The 'Taking the Pulse U.S.' section features a description of the study, which is based on 2,784 U.S. physicians across 25+ specialties. It includes two sub-sections: 'Full Study (12)' and 'Strategic Insights (38)'. The 'Full Study' section lists three reports: 'Re-Taking the Pulse: COVID Toolkit | US | 2021', 'Taking the Pulse U.S. | 2021', and 'Re-Taking the Pulse: COVID Toolkit | US | 2020'. The 'Strategic Insights' section lists three reports: 'With in-person avenues reduced, U.S. physicians turn to online tools to inform clinical practice | Strategic Insight | Taking the Pulse US 2020', 'Telemedicine: finding its calling in a crisis | Strategic Insight', and 'Physicians in need of streamlined resources at the point of care | Taking the Pulse 2019 | Strategic Insight'. The 'Advisory Studies' section lists 12 reports, including 'Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | Median Practicing Physician', 'Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | Cardiology', 'Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | Dermatology', 'Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | Hematology Oncology', 'Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | Medical Oncology', 'Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | Neurology', 'Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | Ophthalmology', and 'Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | PCPs'. The 'Advanced Search' section includes a 'Can't Find a Study?' message and a 'Request Now' button. The 'Thought Leadership' section features three articles: 'With in-person avenues reduced, U.S. physicians turn to online tools', 'With in-person medical conferences on hold, will U.S. physicians attend online?', and 'Turning The Page on The Decade When Medical Information Went Multichannel'. The page also includes a 'Show All Full Study' link and a 'Request Now' button.

**Taking the Pulse U.S.** <sup>i</sup> **Advisory Studies** <sup>i</sup> **Advanced Search**

**Taking the Pulse® U.S.** helps you understand physicians' multichannel and tech behavior and needs; which tactics influence prescribing; and how to improve your HCP engagement strategy. Analyst insights are based on a study of 2,784 U.S. physicians across 25+ specialties. Key topics include: Voice AI, EHRs, video, mobile, info-seeking and top sources, partnerships and publishers, digital medical affairs, point of care interactions, social and more.

**Full Study (12)**

- Re-Taking the Pulse: COVID Toolkit | US | 2021** <sup>i</sup>  
Owned | 30 Sep 2021 | Download
- Taking the Pulse U.S. | 2021**  
Owned | 28 May 2021 | Download
- Re-Taking the Pulse: COVID Toolkit | US | 2020**  
Owned | 10 Sep 2020 | Download

[Show All Full Study](#)

**Strategic Insights (38)** <sup>i</sup>

- With in-person avenues reduced, U.S. physicians turn to online tools to inform clinical practice | Strategic Insight | Taking the Pulse US 2020**  
Owned | 2 Sep 2020 | Download
- Telemedicine: finding its calling in a crisis | Strategic Insight**  
Owned | 25 Mar 2020 | Download
- Physicians in need of streamlined resources at the point of care | Taking the Pulse 2019 | Strategic Insight**  
Owned | 11 Feb 2020 | Download

**Specialty Specific Research (532)**

- Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | Median Practicing Physician**  
Owned | 30 Jun 2022 | Download
- Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | Cardiology**  
Owned | 30 Jun 2022 | Download
- Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | Dermatology**  
Owned | 30 Jun 2022 | Download
- Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | Hematology Oncology**  
Owned | 30 Jun 2022 | Download
- Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | Medical Oncology**  
Owned | 30 Jun 2022 | Download
- Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | Neurology**  
Owned | 30 Jun 2022 | Download
- Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | Ophthalmology**  
Owned | 30 Jun 2022 | Download
- Physician Multichannel Insights | 2022 | Phase I | Taking the Pulse | US | PCPs**

**Can't Find a Study?**

Our analyst team is ready to help. Click below to get support with your research project.

[Request Now](#)

**Thought Leadership**

- With in-person avenues reduced, U.S. physicians turn to online tools**
- With in-person medical conferences on hold, will U.S. physicians attend online?**
- Turning The Page on The Decade When Medical Information Went Multichannel**

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[?](#)

**1. Taking the Pulse® U.S.** helps you understand physicians' multichannel and tech behavior and needs; which tactics influence prescribing; and how to improve your HCP engagement strategy. Analyst insights are based on a study of 2,784 U.S. physicians across 25+ specialties.

**2. Select Country/Region** from drop-down menu to filter by US, EU5, Global Markets reports.

**3. Click on link to open report.** Report links can include multiple downloadables in PDF, Excel, PowerPoint formats.

# Cybercitizen Health – Patient Multichannel Insights

## Patient Multichannel Insights in United States

Cybercitizen Health U.S. <sup>i</sup>

Advisory Studies

Q Advanced Search




**Cybercitizen Health® US** shows you patient needs and multichannel and tech behavior; how they find info and make decisions across the patient journey; attitudes towards emerging healthcare issues; and how to improve your patient engagement. Analyst insights based on a study of 6,001 U.S. adults across 50+ disease areas. Key topics include: Voice AI, digital patient journey, info-seeking and top sources, HCP interactions, social health, point of care, customer service, patient centrality, and more.

### Full Study (7)

-  Cybercitizen Health U.S. | 2021  
Owned | 14 Jun 2021 | Download
-  Cybercitizen Health U.S. | 2020  
Owned | 16 Jun 2020 | Download
-  Cybercitizen Health U.S. | 2019  
Owned | 24 Jun 2019 | Download

Show All Full Study











### Strategic Insights (43) <sup>i</sup>

-  What are the patient experiences and key challenges they face at each stage of disease journey? | Strategic Insight  
Owned | 20 Oct 2020 | Download
-  Telemedicine: finding its calling in a crisis | Strategic Insight  
Owned | 25 Mar 2020 | Download
-  What's the awareness of copay accumulators? | Cybercitizen Health U.S. 2019 | Strategic Insight  
Owned | 29 Jan 2020 | Download

Show All Strategic Insights

### Report Modules (10)

### Condition Specific Research (272)

-  Patient Multichannel Insights | 2022 | Cybercitizen Health | US | Rare nephrology patients  
Owned | 31 Aug 2022 | Download
-  Patient Multichannel Insights | 2022 | Cybercitizen Health | US | Breast Cancer  
Owned | 1 Aug 2022 | Download
-  Patient Multichannel Insights | 2022 | Cybercitizen Health | US | Cervical Cancer  
Owned | 1 Aug 2022 | Download
-  Patient Multichannel Insights | 2022 | Cybercitizen Health | US | Colorectal Cancer  
Owned | 1 Aug 2022 | Download
-  Patient Multichannel Insights | 2022 | Cybercitizen Health | US | Cystic Fibrosis  
Owned | 1 Aug 2022 | Download
-  Patient Multichannel Insights | 2022 | Cybercitizen Health | US | Endometrial Cancer  
Owned | 1 Aug 2022 | Download
-  Patient Multichannel Insights | 2022 | Cybercitizen Health | US | Hepatocellular carcinoma  
Owned | 1 Aug 2022 | Download
-  Patient Multichannel Insights | 2022 | Cybercitizen Health | US | Malignant melanoma  
Owned | 1 Aug 2022 | Download
-  Patient Multichannel Insights | 2022 | Cybercitizen Health | US | Median  
Owned | 1 Aug 2022 | Download
-  Patient Multichannel Insights | 2022 | Cybercitizen Health | US | Ovarian Cancer  
Owned | 1 Aug 2022 | Download

### Can't Find a Study?

Our analyst team is ready to help. Click below to get support with your research project.

Request Now

### Thought Leadership



With in-person avenues reduced, U.S. physicians turn to online tools



With in-person medical conferences on hold, will U.S. physicians attend online?



Turning The Page on The Decade When Medical Information Went Multichannel

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**1. Cybercitizen Health® US** shows you patient needs and multichannel and tech behavior; how they find info and make decisions across the patient journey; attitudes towards emerging healthcare issues; and how to improve your patient engagement. Analyst insights based on a study of 6,001 U.S. adults across 50+ disease areas.

**2.** Select Country/Region from drop-down menu to filter by US, EU5, Global Markets reports.

**3.** Click on link to open report. Report links can include multiple downloadables in PDF, Excel, PowerPoint formats.

# Advisory Studies – Physician / Patient

Clarivate™ | DRG

Multichannel Engagement

Search within Multichannel Engagement

Browse All

11

Multichannel Engagement /

Physician Multichannel Insights

in


United States


Taking the Pulse U.S.


Advisory Studies


Q Advanced Search


Custom Reports (166)


 Access & Reimbursement | Digital Therapeutics in Mental Health | Depression, Insomnia, and Opioid Addiction | US | June 2022  
Owned | 24 Jun 2022 | Download


 Digital Competitive Study | Prostate Cancer | Global | 2022  
Owned | 29 Apr 2022 | Download


 Sales Toolkit 2021  
Owned | 21 Dec 2021 | Download


 Roche | Analysis of the impact of remote events | EU | 2021  
Owned | 20 Dec 2021 | Download


 Roche | Analysis of the impact of third-party resources | EU | 2021  
Owned | 20 Dec 2021 | Download

 Digital Therapeutics and Smart Device Landscape Report | 2021  
Owned | 4 Jun 2021 | Download

 Digital Health Landscape – Ecosystem for Device-Based Solutions  
Owned | 12 May 2021 | Download

 Digital Health Landscape – Ecosystem for Solutions with Scientific Validation  
Owned | 12 May 2021 | Download

 Chiesi | Voice of Consumer Analysis: Cystic Fibrosis  
Owned | 31 Dec 2020 | Download


 Chiesi | Voice of Consumer Analysis: COPD


Can't Find a Study?


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Request Now

Thought Leadership

 With in-person avenues reduced, U.S. physicians turn to online tools

 With in-person medical conferences on hold, will U.S. physicians attend online?

 Turning The Page on The Decade When Medical Information Went Multichannel

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**1. Advisory Studies contains** Digital Competitive Landscape Studies | Social Intelligence Studies | Digital Therapeutics (DTx) Studies | Patient Journey | Custom Studies

**2. Click on link to open report.** Report links can include multiple downloadables in PDF, Excel, PowerPoint formats.

# Multichannel Payer Marketing US

Clarivate™ | DRG

Multichannel Engagement ▾

Search within Multichannel Engagement

Q

≡ Browse All ▾

11

Multichannel Engagement /

Payer Multichannel Insights ▾

in

United States ▾


Multichannel Payer Marketing Study

Advisory Studies

Q Advanced Search


**Multichannel Payer Marketing Study** shows you how P&T committee members use digital sources to make formulary decisions; what they want from account managers and pharma digital services; which patient support solutions influence formulary placement; and how to improve your payer engagement. Analyst insights based on an in-depth study of 180 U.S. P&T committee members at hospitals, MCOs, PBMs, ACOs and IDNs. Key topics include: Digital reliance and info sources, influences on decisions, content and channels, payer portals and websites, high touch account management, social networks, beyond the pill, partnerships and more.

Full Study (4)




Multichannel Payer Marketing | US | 2021

Owned | 3 Nov 2021 | Download ▾



Multichannel Payer Marketing | US | 2020

Owned | 27 Feb 2020 | Download ▾




U.S. Payer Digital Engagement Playbook | 2018

Owned | 31 Dec 2018 | Download ▾


Show All Full Study

Strategic Insights (2) ⓘ



U.S. payers are warming up to covering digital therapeutics | Strategic Insight | Multichannel Payer Marketing Study 2020

Owned | 16 Mar 2020 | Download ▾



Pharmas approach to market access facing digital disruption | Multichannel Payer Marketing Study 2017

Owned | 23 Oct 2017 | Download ▾

Can't Find a Study?

Our analyst team is ready to help. Click below to get support with your research project.

Request Now

Thought Leadership



With in-person avenues reduced, U.S. physicians turn to online tools



With in-person medical conferences on hold, will U.S. physicians attend online?



Turning The Page on The Decade When Medical Information Went Multichannel

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**1. Multichannel Payer Marketing Study** shows you how P&T committee members use digital sources to make formulary decisions; what they want from account managers and pharma digital services; which patient support solutions influence formulary placement; and how to improve your payer engagement. Analyst insights based on an in-depth study of 180 U.S. P&T committee members at hospitals, MCOs, PBMs, ACOs and IDNs.

**2.** Click on link to open report. Report links can include multiple downloadables in PDF, Excel, PowerPoint formats.



# Support Requests

The screenshot shows the Clarivate DRG website interface. At the top, the logo 'Clarivate | DRG' is on the left, and navigation links 'Browse All', a notification bell with '10', a chat bubble, and a user profile icon are on the right. A purple banner with a molecular structure pattern contains the text 'Hi [redacted] what are you looking for today?'. Below this is a search bar with 'Biopharma' selected and a search button. A 'Company & Drug Insights' sidebar is open, showing content highlights, regional forecasts, industry guides, and analogue tools. The main content area features sections for 'Multichannel Engagement', 'Patient Populations' (with links to Epidemiology and Epidemiology Data Slicer), and 'Treatment Analysis' (with links to Current Treatment Physician Insights, Unmet Need, Treatment Algorithms Claims Data Analysis, and Treatment Sequencing). A 'Market Access' section is also visible. A 'Resources & updates' dropdown menu is open, showing links to Product updates, Contact us, Guided tours, Training resources, and Suggest a feature. A blue circle with a white question mark is located at the bottom right of the page.

Clarivate | DRG

Browse All

Hi [redacted] what are you looking for today?

Biopharma Search within Biopharma

**Company & Drug Insights**

Assess the global pharma market without having to piece together information from a variety of sources

**Content Highlights:**

- Top-down market analysis based on company financials
- Company forecasts and historical sales data
- Brand-level sales data and drug profiles

**Regional Forecast:** Analysis across therapy areas, drug groups, and drug classes in U.S., Europe, Japan, and other regions

**Industry Guide:** Summary of current and future state of the global pharmaceutical industry

**Analogue Tool:** Dashboard to identify product analogues from database of marketed drugs

**Get started**

- Drug Brand, Class & Group Pr...
- Brand Rankings
- Company Profiles
- Company Rankings
- Regional Sales Splits
- Industry Guide
- Analogue Research
- Market Analysis Tool

**Multichannel Engagement**

**Patient Populations**

- Epidemiology
- Epidemiology Data Slicer

**Treatment Analysis**

- Current Treatment Physician Insights
- Unmet Need
- Treatment Algorithms Claims Data Analysis
- Treatment Sequencing

**Market Access**

- Access & Reimbursement

**Resources & updates**

- Product updates
- Contact us
- Guided tours
- Training resources
- Suggest a feature

**1.** If you have additional questions or training/support requests, select "Contact Us" located under the "?" (Resources & updates) icon to submit your query or via email at [healthcare.support@clarivate.com](mailto:healthcare.support@clarivate.com)





# Thank You

Questions? [Healthcare.support@clarivate.com](mailto:Healthcare.support@clarivate.com) – DRG Platform

## About Clarivate

Clarivate is the leading global information services provider. We connect people and organizations to intelligence they can trust to transform their perspective, their work and our world. Our subscription and technology-based solutions are coupled with deep domain expertise and cover the areas of Academia & Government, Life Sciences & Healthcare and Intellectual Property. For more information, please visit [clarivate.com](https://www.clarivate.com)

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