



Digital/Multichannel Stakeholder Engagement

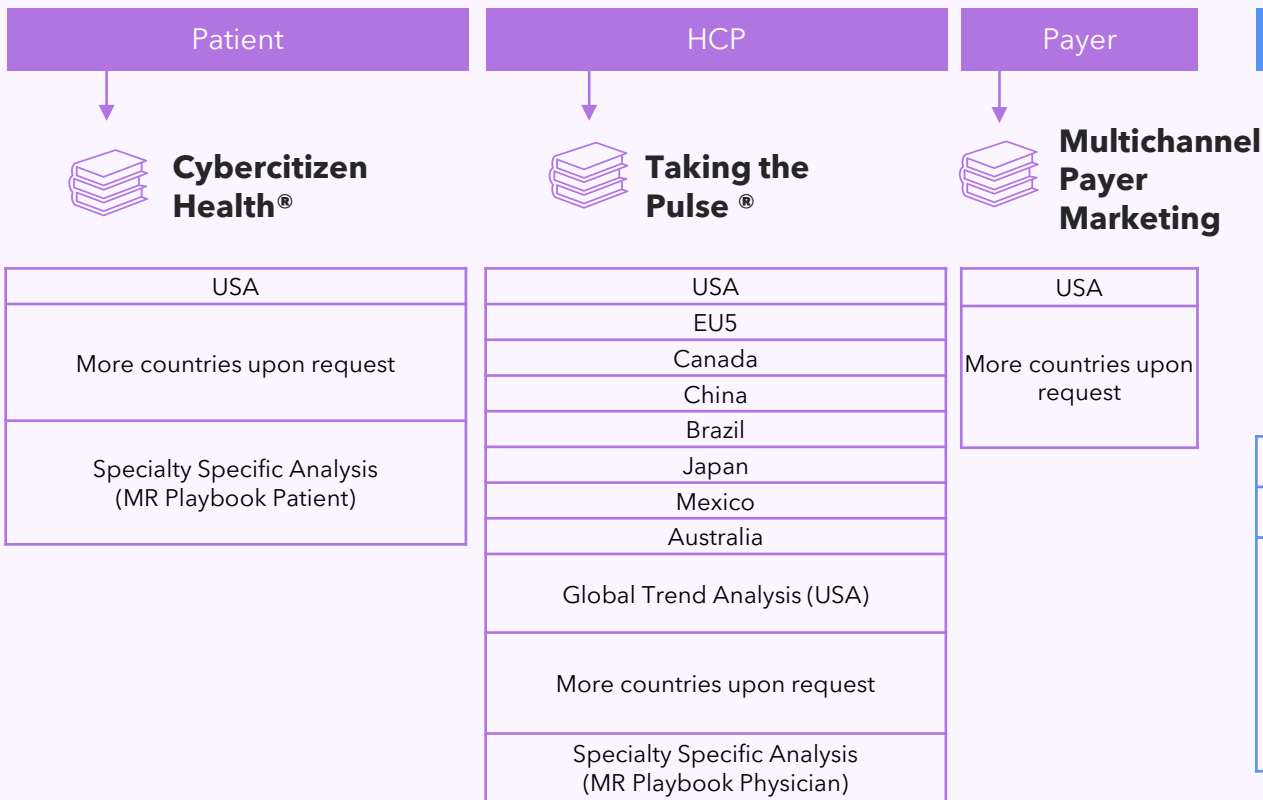
Product Portfolio Overview & What's New for 2023

June 2023

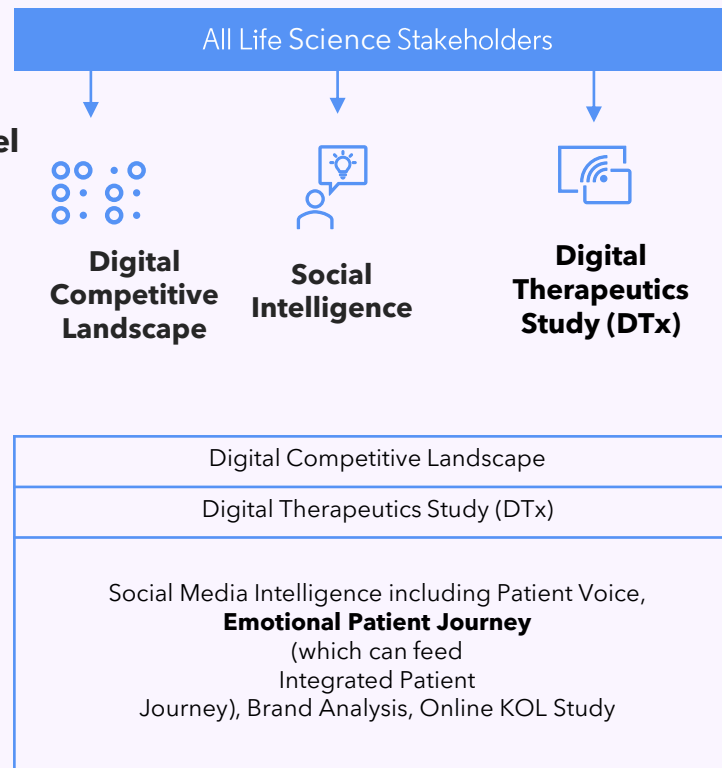
A comprehensive map of all Multichannel Engagement Products/Solutions



Survey-Based Data



Web Data (previously known as custom analytics)



Marketing Analytics (combines several data sources including RWE)



Product Portfolio Overview

Complexity of the current healthcare system

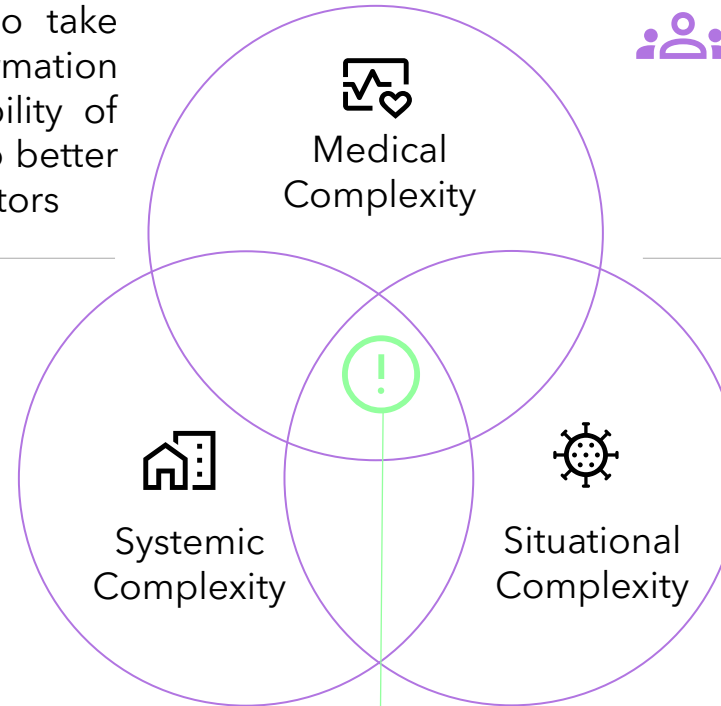
The decision-making process within Healthcare is becoming increasingly complex....



Patients are more empowered to take control of their health and find information on their own to determine suitability of their treatment or, at a minimum, to better understand decisions made by doctors



Healthcare Professionals and **Payers** rely on credible information found on digital sources to inform their decisions. However, an overwhelming amount of “noise” makes difficult for them to get what’s more relevant



Life Sciences companies spend over \$11B on promotional activities, and despite an infinite amount of data, the industry reports 30% waste

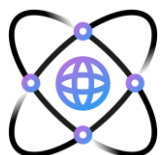


Optimizing Intelligence

We provide intelligence that allows Life Sciences companies better inform their customer engagement and omnichannel strategies with...



An in-depth view of customer's information-seeking behaviors with recommendations for Life Sciences companies to influence their decision-making process
(Captured via Survey-based research)



A comprehensive examination of the information that is available online to understand what people read (from competitors) and "talk" about their experiences about health-related topics. For brands/products to explore what is the "whitespace" in specific TAs and leverage it to differentiate themselves (Capture via digital analytics tools)



A 360 view of customers and market for Life sciences companies to coordinate cross-functional decision-making, medical, sales, and marketing initiatives. And for Life sciences companies maximize their ROI in their treatment uptake and customer engagement (Capture via a combination of data sources)

Product Portfolio Map

based on data sources used

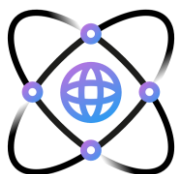


Survey Based Data

Patient Multichannel Insights
(Cybercitizen Health)

Physician Multichannel Insights
(Taking the Pulse®)

Payer Multichannel Insights
(Multichannel Payer Marketing®)



Digital Analytics Data

Digital Competitive Landscape

Social Media Intelligence

Digital Therapeutics Study (DTx)



Various Contextualized Data Sources (Including RWE)

Benchmarking & Multichannel Excellence
(Now integrated into survey-based reports)

Omnichannel Segmentation & Targeting
(requires client data integration)

Omnichannel Customer Panorama
(powered by metrics measurement & predictive analytics)

Taking the Pulse® 2023

Physician Multichannel Insights

17+ Specialties | 15+ Countries



Information-seeking behaviors



Patient care interactions



Digital Health Highlights

Clarivate's 2023 Omnichannel study among physicians **identify key circumstances** in which **prescribers seek specific types of product, medical, and/or patient information/services**, as well as the channels preferences for each of these content types. The **study highlights how accessing each of these content types**—through the corresponding preferred channel— influences physician's clinical decisions.



What's new in 2023



More detail on circumstances that drive specialists to seek specific content and services



Elements across 15+ channels influencing HCPs clinical decisions with



Differences between in-person and virtual consultations: best content to support each type of interaction



Benchmarking metrics for each channel



Physician attitudes towards AI/ML and Digital Health solutions

Available | August 2023

Taking the Pulse[®] Evolution from 2023

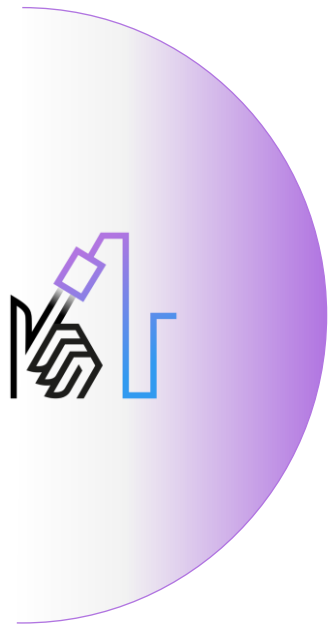
Value additions enhancing the study

- In 2023, we provide more detail on the circumstances in which HCPs seek information and how the information they find influences their clinical decisions.
- We are adding a new benchmarking score that combines HCPs responses with RWD found on digital analytics tools (e.g. website traffic, search index, etc)
- As a result of providing more detail on this topic, the disease-specific insights from 2022 Taking the Pulse have been deprioritized
- In turn, 2023 provide insights into emerging technologies –specifically telemedicine and digital health solutions
- Specific to “telemedicine”, within the “Patient Care Interactions” section, we provide significant detail on the attitudes and impact of in-person vs remote consultations. It also provides insights on the content accessed by HCPs to support their practice and clinical decisions
- Specific to “Digital Health Solutions”, we have developed a whole new section to uncover HCP interest, use, and impact of Artificial Intelligence (AI) / Machine Learning (ML) tools, digital medicine, patient focus app, and digital therapeutic solutions.

Cybercitizen Health 2023

Patient Multichannel Insights

54+ Conditions | 5+ Countries



**Digital Opinion Leaders
(DOL) Insights**



**Disease
Landscape**



**Key Channel
Landscape**



**Disease
Journey**

In 2023

Our 2023 study among patients and caregivers uncovers their viewpoints around their experience with health-related conditions, including their attitudes towards pharmaceutical prevention.- from **disease awareness, attitudes towards vaccines, symptom development, diagnosis, treatment, treatment switching to condition management.**

This study also provides a view on the disease landscape, including Digital Opinion Leaders (DOLs) or influencers in specific diseases.

Available | On Demand

Cybercitizen Health Evolution from 2023

Value additions enhancing the study

Going beyond survey and harnessing the voice of the customer. Bringing patients experiences to enable the next mile in patient engagement strategies.

- Understand patient experiences and specific unmet needs directly from patients/ caregivers captured through online conversations.
- Support your patients/caregivers of interest and address their information needs along the disease journey.
- Uncover treatment-specific competitive intelligence - patient-stated rationale for switching between top brands used to treat the condition of interest.
- Increase your brand's share of voice among your target patients, provide sponsored content, and create more impactful multichannel campaigns.
- Identify top DOLs with greater influence within specific conditions that help shape the conversations within the space.



Thank You

Questions? Healthcare.support@clarivate.com – DRG Platform

About Clarivate

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