

Optimizing customer engagement

Improve patient outcomes
and maximize brand
uptake with
**Clarivate Customer
Engagement Suite**



Maximizing the uptake of your brand through 5 key steps

Customer Engagement suite helps you ensure the **most appropriate message** is delivered to the **HCPs treating your patients of interest** at the **time they are actively seeking treatment**

1

Understand your target audience



2

Understand your competitor's online presence



3

Optimize messages for the brand



4

Implement targeted Messaging direct to PoC*



5

Measure Impact



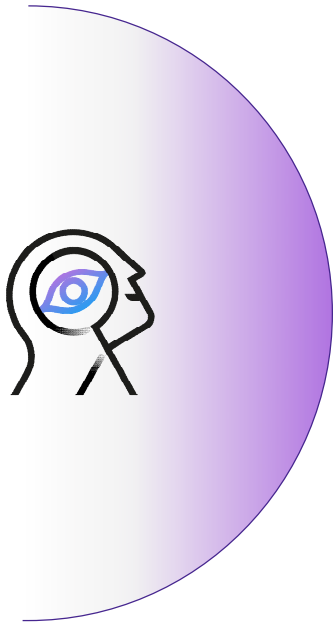


1. Understand your target audience

Uncover how HCPs consume information

Taking the Pulse - Physician Omnichannel 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 HCPs seek specific types of content, including **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



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



2. Understand your competitor's online presence



Insights to differentiate your online presence from competitors

Digital Competitive Landscape



Channel-Specific Strategies

search, social, media, website, apps



Content Recommendations

what information to distribute, and where



Whitespace Opportunities

untapped channels and informational areas online



Partnership or Sponsorship Opportunities

where to advertise, who to co-promote with

Overview

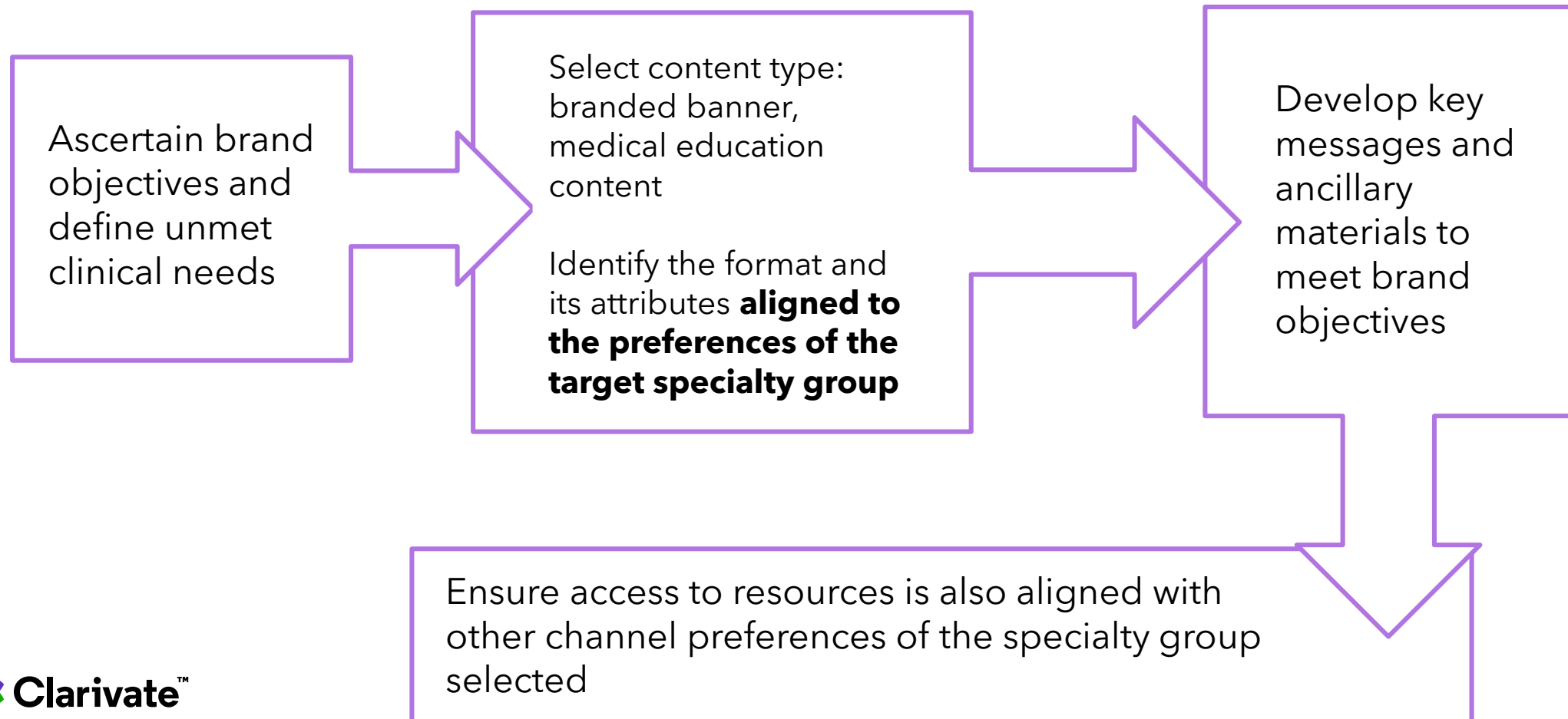
Therapeutic area and market-specific insights to understand competitors' online assets and **3rd party sites offerings (e.g., advocacy groups, publishers)**, allowing brands to uncover whitespace opportunities, and differentiate online with the optimal website and content combination.



3. Optimize messages for the brand

Identifying the most appropriate message for the HCPs treating your patients of interest

Taking into consideration the insights gathered from Steps 1 and 2, Clarivate follows a systematic process to develop the most relevant message to meet your brand objectives:



Ascertaining brand objectives

- "I am launching a new brand into the market and need to drive awareness quickly"
- "We are being challenged by a competitor product and need to retain/grow market share"
- "This disease is rare, we need to find the patients, get them correctly diagnosed and onto treatment"
- "We need to get patients referred from primary care to a specialist who can initiate treatment"
- "Patients are being lost from care; can we find them in pharmacy and put them back on track?"
- "There are new treatment guidelines; how can we drive best practice across the country?"

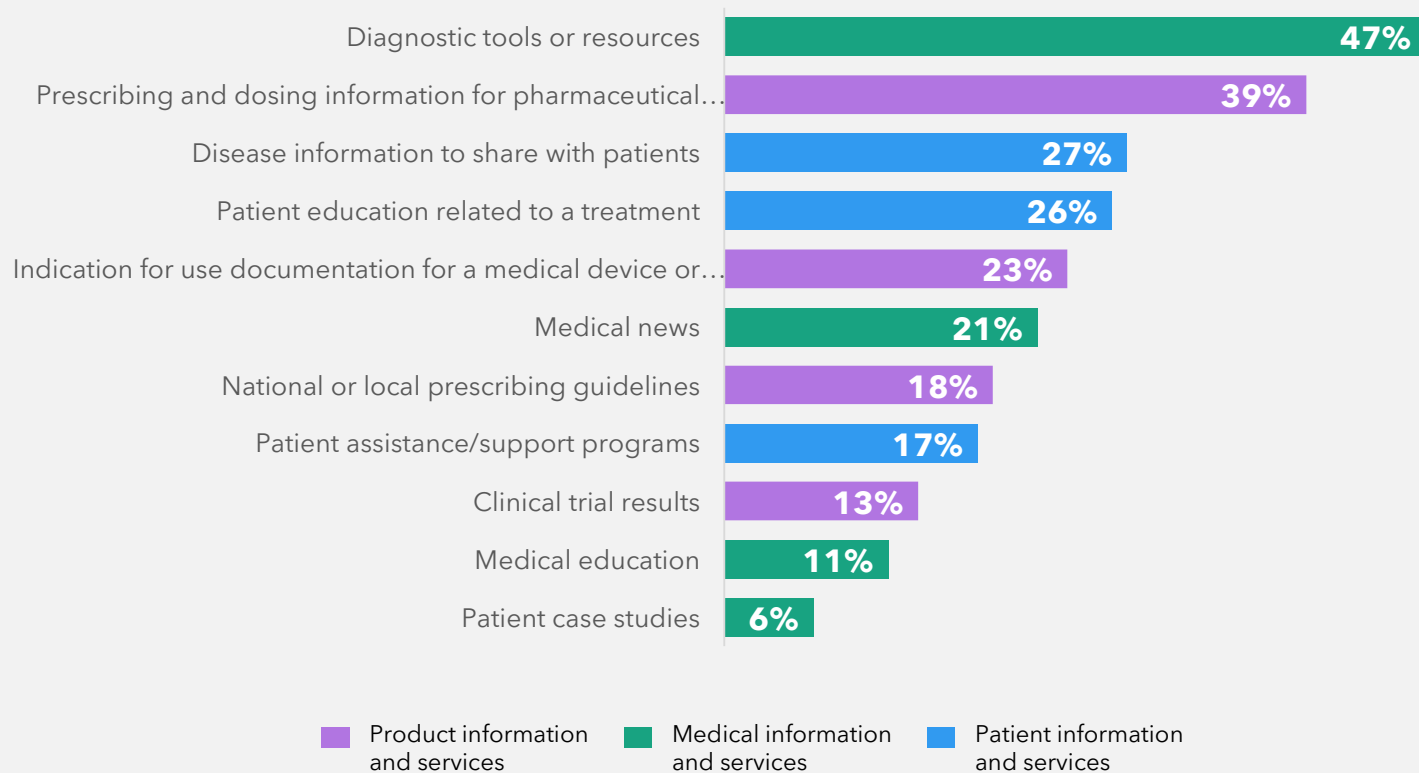
Address key brand challenges, for example:

Optimize treatment adherence and improve patient outcomes

- "This drug is new to market, we need to ensure patients understand how to manage their regime"
- "We need to educate patients how to use their device properly"
- "Our refill rates are surprisingly poor; only 1 in 3 patients are picking up their second prescription"
- "We are losing market share because patients are not taking their medication as they should"
- "We have a new app that patients can download which will help them understand their disease better and want to provide them with the QR code"

Select content type based on your audience preferences

Content and key elements interacted with in EHR/EMR systems influencing clinical decisions

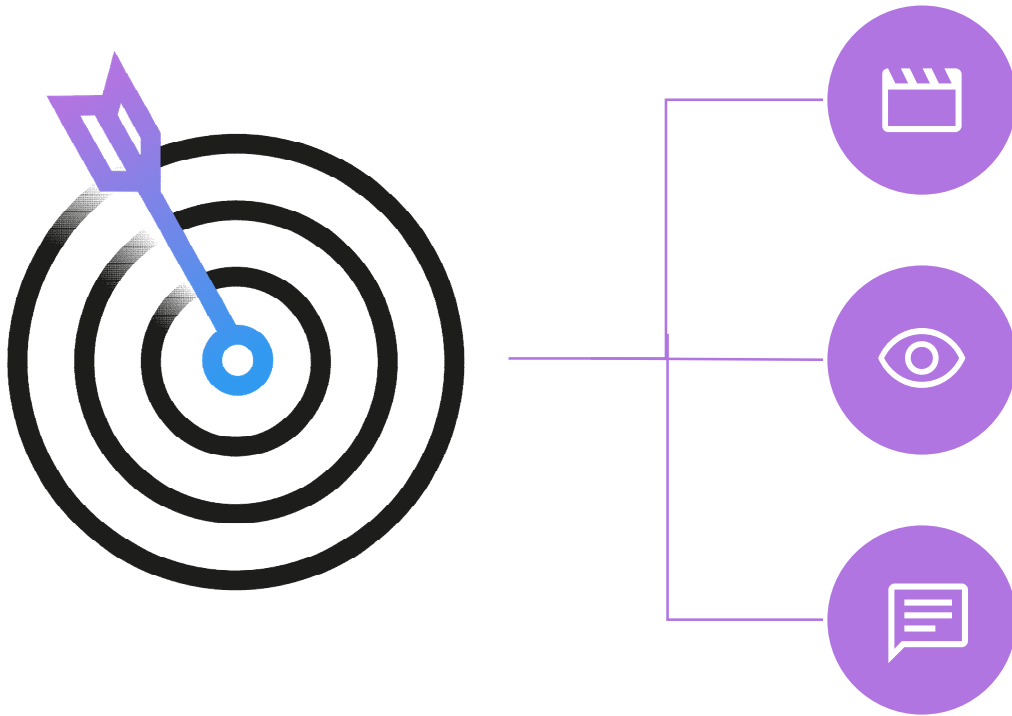


46%

of UK Neurologists report that content interacted through EHR/EMR systems is highly influential on clinical decisions

- 63% of them value quality of the content in EHR/EMR
- 50%+ prefer clinical alerts to show diagnostic and treatment guidelines relevant to their patients

Identifying format and important attributes for content delivered within and outside EHR/EMR systems



Text

65% highlight ease of finding or accessing content on information source

55% highlight ability to download/print

Visual

59% prefer content that includes charts or graphs

57% highlight ease of finding or accessing content on information source

Slide shows

45% value the ability to download/print

41% highlight ease of finding or accessing content on information source

Aligning access to resources based on your target audience information-seeking behaviors

01



Key circumstances to access product information

- 65% To research product, medical or patient information after meeting with a manufacturer (pharmaceutical or medical device) Product Sales Rep
- 65% To research product, medical, or patient information after meeting with a manufacturer (pharmaceutical or medical device) or Medical Science Liaison (MSL)
- 51% When designing a patient treatment or prevention plan

Key channels accessed

- 92% Medical journals
- 85% Virtual congresses
- 78% In-person congresses
- 75% Product sales reps

02



Key circumstances to access medical information

- 76% While discussing patient cases with colleagues
- 75% To support presentations they are giving
- 71% After receiving or when interpreting diagnostic results of a patient

Key channels accessed

- 93% Medical journals
- 92% In-person congresses
- 86% Virtual congresses
- 81% HCP websites from non-manufacturer sources

03



Key circumstances to access patient information

- 61% When providing materials to a patient after a consult
- 54% When responding to patient follow-up questions and concerns
- 31% When reviewing patient history/test results immediately before a consult

Key channels accessed

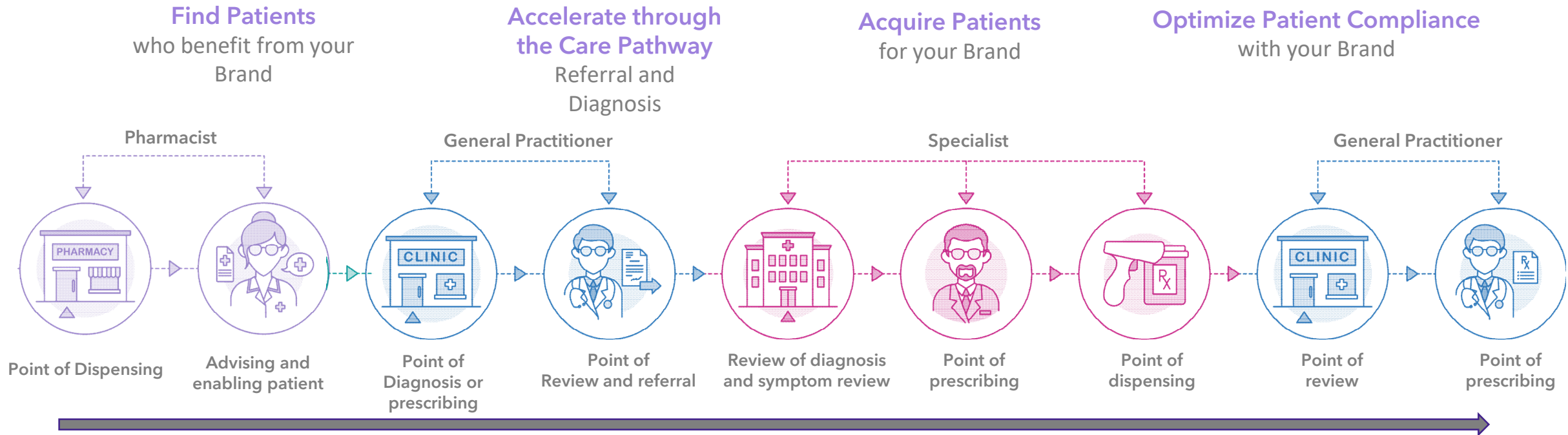
- 65% Product sales rep
- 64% HCP websites from manufacturers
- 61% MSLs
- 58% HCP websites from non-manufacturer sources



4. Implement targeted messaging direct to Point of Care

Reach HCPs at the Point of Care - the time and place of patient contact

Get your message across while HCPs are considering best treatment for the patient

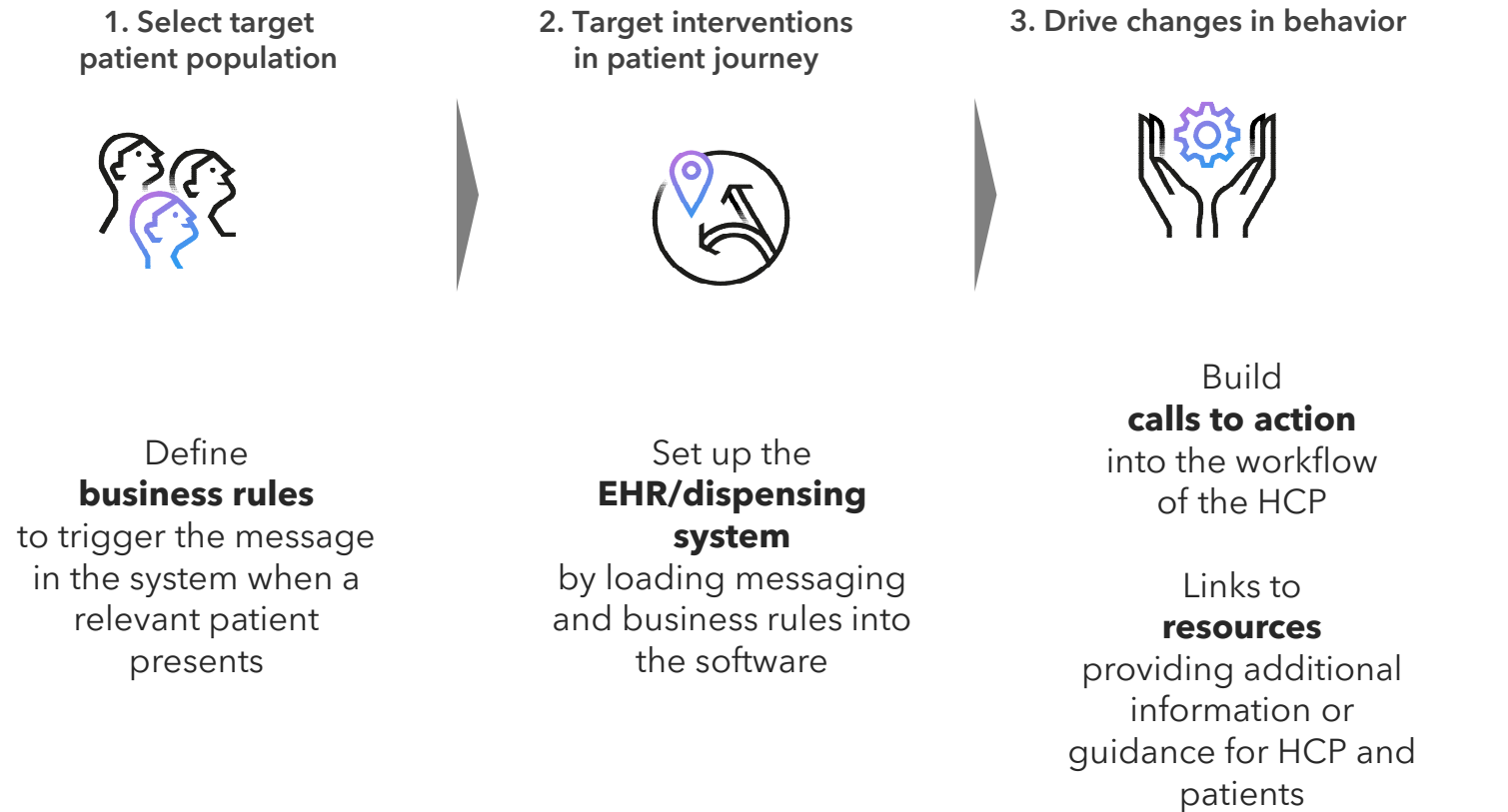


Targeted, and Timely Messaging built into the HCP's Workflow through the EHR/Prescribing or Dispensing System

- Target the relevant HCP eg Cardiologists
- Target the specific patient population eg patients with Heart Failure
- Message appears during the patient engagement

Direct Messaging at the Point of Care

How it works



1 BILLION Patients

1 MILLION HCPs

15 Countries

How it creates value



Timely

Reach doctors and pharmacists on their screen during patient consultation; at the time when they are actively considering how to best help the patient



Targeted

Trigger the message on diagnosis, symptoms, competitor products; alone or in combination; find the right patients for your brand



Cost-efficient

The digital messaging is automated and triggered by information in the EHR or dispensing system; you can cost-effectively target the patient population across thousands of sites in real-time



Measurable

Use data from the systems to measure the impact of the program and demonstrate the commercial and clinical benefit of your brand



5. Measure impact

Quantitative analysis

Metrics, outcome measures and insights

Measure the impact of the PoC campaign

Feedback and benchmarking:
Recommendations on improving the power of the messaging

Metrics



Number of Alerts/
Impressions

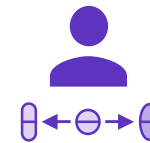


Click-throughs

Outcome Measures



Uplift in dispensing
volumes/prescribing
volumes/sales



Referral and switch rates

Insights



Prescribing preferences
Treatment initiation rates



Patient treatment journey
Escalation through care

Maximize ROI

Benchmarking and Omnichannel Excellence

Measure the impact of your overarching go to market strategies

Include metrics from:

- EHR Campaign metrics
- Additional resources linkage engagement metrics:
 - Website engagement metrics
 - User experience & navigation
 - Online discoverability
 - Asset integration
 - Social media engagement
 - App engagement
 - Sponsored content

Course correction strategies:

Recommendations on improving or defending score



Identify benchmarks for KPI building



Tracking relevant benchmark metrics



Staying up to date with market movements



Optimization Insights to overall engagement plans



Case Study

How to maximize patient outcomes through omnichannel excellence ?

As the healthcare ecosystem has become more complex, so has physician and patient needs. Life Sciences companies can help work through this increased complexity by addressing physician content needs and becoming a partner in care to improve patient outcomes

01 | Plan

50%

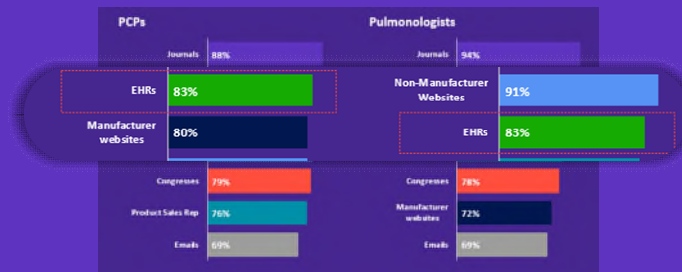
of products launched in the past 15 years have underperformed pre-launch consensus forecasts by more than 20% (LEK Consulting)

48%

of US/EU physicians receive communications from manufacturers through just 1 channel (Bryter)

02 | Strategize

Understanding your target audiences content needs in different circumstances during key moments on the physician workflow is crucial.



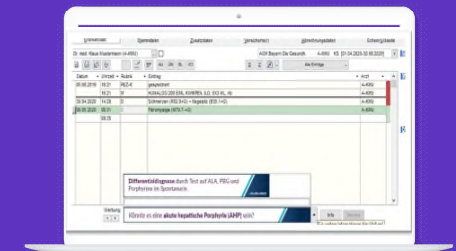
Medical information is the most critical content type for HCPs during consults to support patient conversations and drive post-consult research¹. EHR systems have been identified as one of the top information for physicians across all content types¹

03 | Execute

Leveraging Patient Connect[®] capabilities to deliver digital messages directly to the point of care, physicians can access critical clinical information while they are managing patients who you need to support.

Example clinical algorithm triggers:

- A diagnosis of severe asthma
- And on ICS/LABA inhaler
- And asthma attack in last 3 months



Case study

Understanding the burden of severe, uncontrolled Asthma in France and driving better patient outcomes

01 | Challenge

How can physicians treating severe, uncontrolled asthma patients make better decisions?

How key content unmet need can improve outcomes for uncontrolled asthmatic patients?

02 | Solution

A) **Omnichannel** analysts studied physician content needs and channel preferences of French HCPs, and provided key insights related to the channels and content that will yield optimal outcomes.

B) Given EHR was identified as a key channel¹, using **Patient Connect** capabilities, acceleration of referral to a specialist was driven across France

03 | Outcome

Relevant medical information received through the EHR drove better patient outcomes

23% increase in referral rates

25% reduction in time to see specialist

350,000 fewer asthma attacks

~

fewer terrified parents²

Thank you Questions?

Over 11,000
colleagues serving
45,000+
customers in more
than 190 countries

A trusted partner to customers globally