

# Treatment Perspectives™ National Broadcast



## WHAT IS IT?

Treatment Perspectives National Broadcast is a targeted-audience, dynamic, live Q&A from a pre-recorded and/or live presentation between customer targets and the brand's top 3 national KOLs. An approved speaker deck is used as the basis for the script, which is pre-recorded as a credible and compliant presentation video. The recording is broadcast up to 9 times in 1 day, and each broadcast is followed by live Q&A between the audience and the program KOL presenter(s). The broadcast recording can be further utilized for future broadcasts (with or without a live KOL Q&A session) or housed on an OnDemand platform online.

## RELEVATE DIFFERENTIATORS

### Local and Personalized Engagement at National Scale

Continuous program optimization and execution for engagement in the right markets, to the right HCPs, at the right time, with the right message, delivered by the right KOL, in the right channel, for greater return on investment (ROI).

### The ElevatedRelevance® Decision Engine (Ele)

Ele combines real-world data and proprietary algorithms driving campaign-specific, actionable, market and audience insights.

### Treatment Perspectives HCP Network

Relevate Health's proprietary and HCP-recognized network providing unrivaled access to 1.4+MM prescribers and their 2.3+MM associated treatment team members.

## WHEN TO USE

- Launch of new brand requiring a significant share of voice from the outset
- Reaching established phase or nearing loss of exclusivity for a brand's lifecycle with no new data to create buzz
- Refreshing or updating brand marketing that would benefit from being rolled out using top KOLs for consistency and share of voice
- New data release and/or desire to blunt the noise coming from a competitor

## REASONS TO BELIEVE

- 67% of HCPs are interested in more peer-to-peer education
- 83% of HCPs are likely to prescribe a new drug if it's endorsed by a KOL
- 30% audience augmentation by recruitment through the Treatment Perspectives HCP Network

## METRICS AND PROOF POINTS\*

Program averages

- **2,850** attendees per event
- **40%** prescribers
- **60%** treatment team members

## HOW IS IT DELIVERED?

Brand-trained national KOL speakers deliver a specialty-relevant presentation to targeted HCPs, distributed via a live webcast, with the opportunity for future rebroadcasts and OnDemand online viewing.

### NON-PERSONAL DRIVERS

- Banner (digital display)
- Email
- Treatment Perspectives Educational Coordinator Network

### PERSONAL DRIVERS

- Field force
- Relevate Health call center
- Rep-triggered emails



## RECOGNITION



## WHY PARTNER WITH RELEVATE?

- **Proven, measurable results**  
Integrated real-time measurement and reporting framework using industry and proprietary benchmarks for campaign performance (ROI), reporting (aggregate and physician-level data) and optimization
- **Video and event production**  
Full video production capabilities, a proprietary broadcast/webcast system, and a nationwide network of studios, event sites, technicians, and onsite meeting planners
- **Solution-driven portfolio**  
Innovative solutions that meet medical, legal, and regulatory compliance standards

### NON-PERSONAL

- Treatment Perspectives OnDemand Platform
- Treatment Perspectives Key Account Messaging
- Treatment Perspectives EHR HCP Messaging
- Treatment Perspectives Interactive Quiz

### PEER-TO-PEER

- Treatment Perspectives National Broadcast
- PracticeShare by Treatment Perspectives
- mChat

### FIELD ENABLEMENT

- FieldShare
- MyDoc
- REPCast
- KOLCast
- Expert Exchange

- **White-glove customer service**  
Single point of contact who understands the brand strategy and business
- **Pharma-trained delivery and Project Management teams**  
Multidisciplinary specialists to ensure that the program is developed and delivered in alignment with brand strategy, on time, and on budget
- **Award winning and nationally recognized expertise**  
Strategy, creative, analytics, user interface, user experience, development, SEO/SEM, and mobile to guide the success of the program



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\*Data on file; Relevate Health 1st party Campaign data