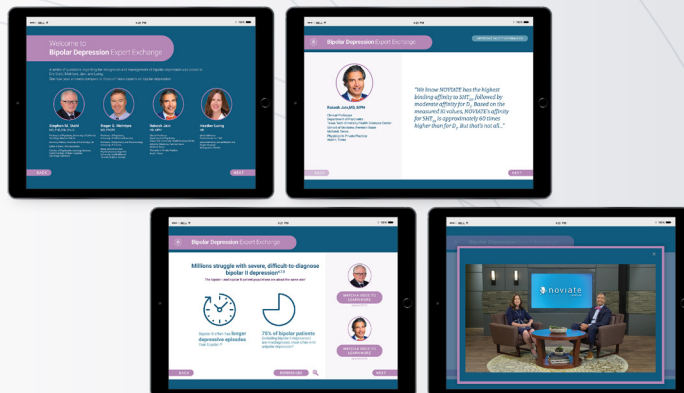


# Expert Exchange



## WHAT IS IT?

The Expert Exchange solution enables field force representatives to have more consistent and differentiating engagement with their high-value, low-see and no-see customers. It resides within the rep's Veeva media library, their IQVIA OCE platform, or their iPad in a custom app solution to facilitate an interactive exchange between the field force representative and their target customer. This is accomplished with a series of pre-approved, insightful questions with multiple-choice answers. The HCP can compare their answer to the answer provided by a KOL, who shares the most relevant approved content related to that question. The interactivity enhances dialogue, provides value to the HCP, and delivers valuable information for the rep regarding their next best action.

## 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

- Non-existing/inefficient pre-call planning
- Field force is seeking ways to build deeper relationships with their customers
- Decline in rep access to HCPs exacerbates the need for efficient and impactful interactions

## REASONS TO BELIEVE

- Allows HCP to obtain insights from a KOL
- Transforms details from inefficient to interactive
- 83% of HCPs said they are more likely to prescribe a new drug if it is endorsed by a KOL
- 67% of HCPs were interested in more peer-to-peer education

## METRICS AND PROOF POINTS\*

- **Increase** in virtual or in-person HCP meetings
- **2+ questions** answered per meeting

## HOW IS IT DELIVERED?

In person or virtual live.



## 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