

KOLCast™



WHAT IS IT?

Field force representatives utilize the KOLCast solution to engage HCPs with KOL videos. The HCP receives an email with curated content from their representative and is directed to a dynamic landing page where they can engage with the content they find most relevant. They can view the speaker's bio, explore other videos, download resources, request samples, and link to the brand website.

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

- 87% of HCPs want only virtual or a mix of virtual and live meetings with reps

REASONS TO BELIEVE

- 50% of HCPs consider videos to be among the most useful resources available when learning about treatment options for their patients
- 83% of HCPs said they are more likely to prescribe a new drug if it is endorsed by a KOL
- 1- to 3-minute extemporaneous videos with graphics and animation that allow for fast learning of key information
- The platform tracks and reports when an HCP has viewed a video or opened a document
- Can be deployed within Veeva/IQVIA brand CRM or as third-party curated content

METRICS AND PROOF POINTS*

- **>38%** viewing rate

HOW IS IT DELIVERED?

Reps can quickly and easily customize and deploy email from their CRM with curated content.

NON-PERSONAL DRIVERS

- Email



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



relevatehealth®

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