

## Physician Social Networks & Influence Mapping

Qforma is the leading provider of physician influence networking analytics using secondary data for the life sciences industry. Since 2005, our physician social networking capabilities and influence metrics have been successfully applied to sales, marketing and managed markets issues in over 60 disease states/conditions.

Qforma's proprietary social networking technologies combined with health care data expertise, identifies the most influential physicians by territory, specialty and disease state/condition. Our approach delivers actionable metrics revealing "tiers of influence" enabling our clients to engage in a more meaningful way with the key customers and their extensive peer networks in any geography.

### iQMap™

Qforma's iQMap™ solution transcends traditional KOL mapping methodologies by identifying thousands of Community Opinion Leaders – respected physicians in every metro area who regularly steer the practice decisions of large and small networks of peers.

Results are enabling brand teams to build a broader, more diverse base of professional advocates with relationships "on the ground". Outcomes are being implemented across sales and marketing initiatives: targeting, valuation, pre-launch initiatives, speaker programming, e-detailing and tele-detailing, and managed care pull-through tactics.

Qforma proven technologies and methodologies use secondary health care data to quantify the direction and magnitude of influence between all physician pairs in a disease state/condition. Qforma's proprietary technology – developed by some of the country's top physicists and mathematicians – has been applied to business issues across the industry, helping large and small pharmaceutical organizations, specialty pharmaceutical companies, device, and diagnostic laboratory organizations.

**1 in 3,000**  
commercial messages,  
*including detailing,*  
results in a change  
in behavior



**1 in 3**  
interactions with a  
respected colleague  
results in a change  
in behavior



**Physician colleagues  
and respected peers are  
~1,000 times more  
influential.**

Source: Medical Marketing & Media,  
George Silverman, Market Navigation, Inc.

Medical Education/ Medical Marketing
Pre-launch Market Preparation
Speaker & Audience Selection
PCP & Specialist Relationship Links
Targeting/Salesforce Effectiveness
Alternative Channel Marketing
Managed Care Pull-through
No-See' Physician Strategies

### Seamless Integration With Your Existing Workflow

*Qforma clients can seamlessly integrate actionable influence metrics for every physician into programs and activities.*

- Identify more productive audiences and speakers
- Leverage key relationship networks to optimize our formulary wins
- Identify physicians optimally connected for clinical-trial recruitment efforts in their communities
- Physician Network visibility, upstream and downstream enabling engagement with the inner circle of a no-access customer, via touch points with influential peers
- Identify valuable influential targets for non-personal promotions or universe expansion initiatives