

# Utilizing the iQMap™

## Leveraging Professional Relationship Networks

Case Study, Customer Implementations & Qforma Influence Studies

### ► Case Study:

## Examination of Speakers and Audiences for Medical Education Programs

### Background:

Case study examined speaker program outcomes comparing high & medium-low influence speakers in front of **in-network audiences**, to high & medium-low Influence Speakers in front of **out-of-network audiences**.

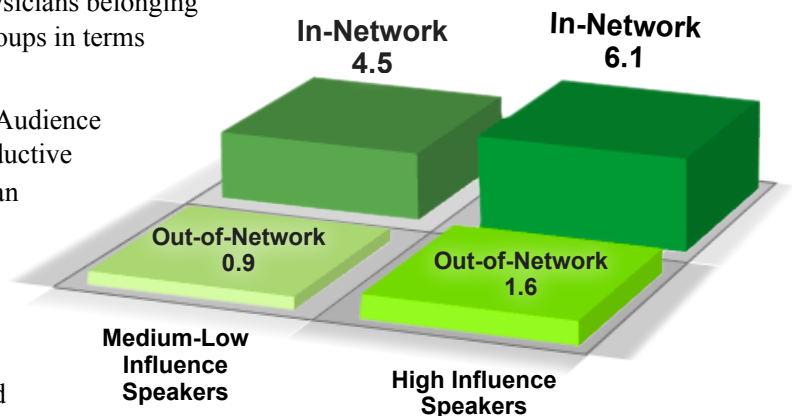
### Results:

High Influence speakers speaking to audiences of physicians belonging to the speaker's network were the most productive groups in terms of an increase in prescribing post-program.

Speakers with medium-low Influence speaking to an Audience of **in-network** physicians had significantly more productive outcomes over out-of-network audiences in terms of an increase in post-program prescribing.

Significant value in selecting members of a speaker's own professional peer network as the audience for lunch and dinner programs; **in-network** audiences are more receptive to speaker messages and more productive post-program.

*\* In-Network audiences are more receptive to Speaker messages and more productive post-program*



Rx Increase per physician, 3 months post program

### ► Customer Implementation Examples:

## Managed Care Pull-Through Targets

### Background:

Customer's product experienced a formulary "win". Customer wanted to spread the good news quickly. The brand team planned special activities and materials to leverage the win and wished to identify optimal targets.

### Results:

Brand team used the iQMap™ to identify targets that were highly influential, brand prescribers, and had 10% or more of their business with the health plan. Brand team used the iQMap™ to identify targets for effective pull-through tactics.

## Alternative Channel Marketing

### Background:

Customer's eDetailing program had limited resources, making effort against a targeted universe of 50,000 impossible. Brand team wanted to identify the small productive universe that would be most receptive to this type of intervention.

### Results:

Customer used the iQMap™ to filter on influence and behavioral metrics aligned with eDetailing receptivity. Together these attributes allowed the brand team to identify and prioritize a universe of just 15,000 key targets and stay well within budget.

## Identify Influential Speaker Candidates

### Background:

A customer planning speaker programs wanted to identify a list of potential speaker candidates for its speaker development program and to find influential physicians practicing in hosting metro areas to pair with speakers.

### Results:

Brand team used the iQMap™ to identify physicians with the highest influence rankings across the disease state. They used this information with qualitative measures to select potential speaker candidates for their development program. For their speaker programs, customer identified highly influential targets by metro area, and invited these local physicians to be paired with speakers adding message impact for local audiences.

## Reaching No-Access & Difficult-to-Access Targets

### Background:

Access issues for sales team were becoming problematic for a brand in a crowded market. Brand team wanted to implement strategies that would assist sales in reaching no-access or difficult-to-see key targets.

### Results:

Brand team used the iQMap™ to identify the top 10 influencees of each no-access or limited access physician. This visibility into physician networks assisted the team by opening new avenues to get their message heard, reaching the peers key target networks with their brand messages.

## Identify Optimal Speaker Program Audiences by Geography

### Background:

Customer preparing to implement several speaker programs across a large metro area. Programs in a particular geography were not producing productivity desired. Brand team wanted to identify optimal audience members to invite to each program to increase productivity.

### Results:

Customer used the iQMap™ to identify optimal audiences. Using the tool, the brand team was able to identify and select the members of peer networks belonging to each speaker. Programs speaker network members in attendance showed significant increases in post-program productivity.

## Identify Non Personal Promotion & Special Program Targets

### Background:

Customer preparing to prioritize a list of targets for non-personal promotion wanted to identify highly influential lower decile prescribers (deciles 5 through 7) for special programs and events that offered the most opportunity for their brand.

### Results:

Brand team used the iQMap™ to identify the most influential targets in deciles 5 through 7 and implemented special programs for this prioritized group.

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## ► Qforma Studies

### Qforma Influence Study Results - 8 Disease state/Conditions

#### Background:

Qforma performed influence studies across 8 chronic disease/state conditions - Asthma, Breast Cancer, COPD, Depression, Diabetes, Dyslipidemia, Hypertension and Osteoarthritis - and found the following information:

#### Results:

- **Asthma:** 34% of physicians influenced 75% of Asthma prescribers in the U.S.
- **Breast Cancer:** 14% of physicians influenced 75% of Breast Cancer specialists in the U.S.
- **COPD:** 27.2% of physicians influence 75% of all COPD prescribers in the U.S.
- **Depression:** 27.4% of physicians influence 75% of all Depression prescribers in the U.S.
- **Diabetes:** 35% of physicians influence 75% of all Diabetes prescribers in the U.S.
- **Dyslipidemia:** 27 % of physicians influence 75% of all Dyslipidemia prescribers in the U.S.
- **Hypertension:** 18.8% of physicians influence 75% of all Hypertension prescribers in the U.S.
- **Osteoarthritis:** 26% of physicians influence 75% of all Osteoarthritis prescribers in the U.S.