

HCP Profiling with European postcode data

Data driven research for the identification of key HCPs for further engagement with Novocure

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| Global Data Support

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Our expertise

EXCLUSIVELY IN THE LIFE-SCIENCES DOMAIN



Global coverage

North America, Western Europe,
Eastern Europe, Australia,
Asia, Latin America



Specialists and Rare disease experts

Specialists in rare diseases
and oncology



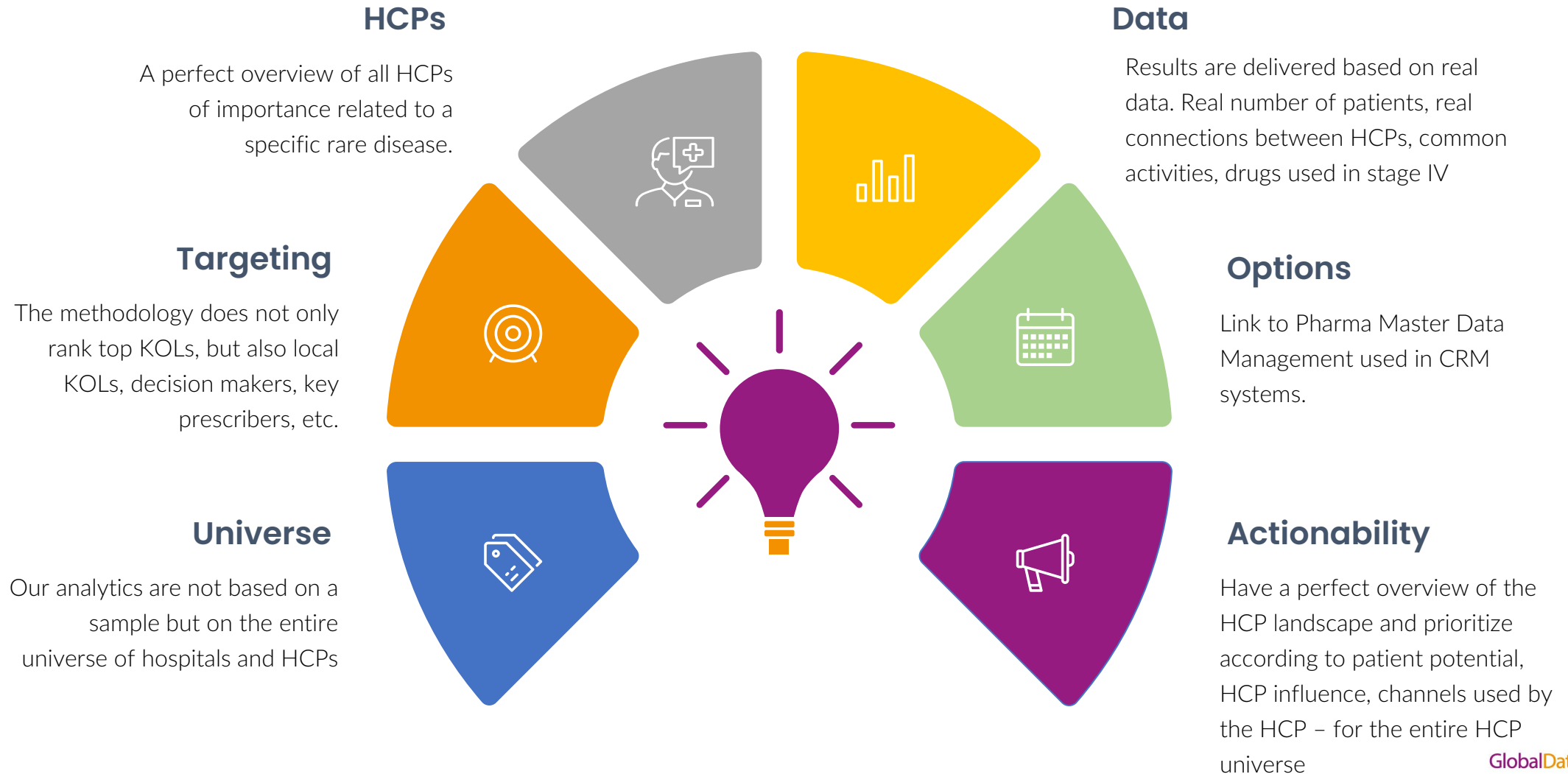
Service offerings

Patient finding, HCP discovery, KOL
studies, physician profiling, market
access

Advantages of our approach

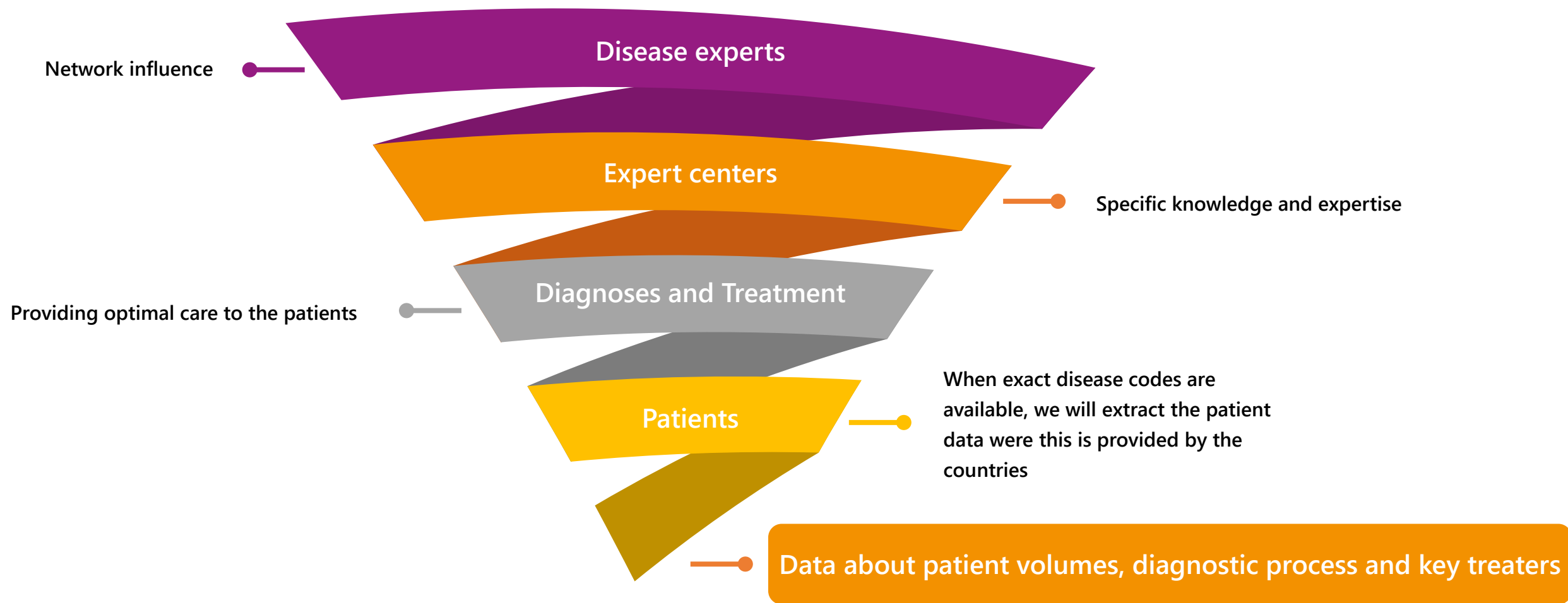


Summary



We find connections to derive the data of interest







WHICH WOULD CONNECT THE PATIENT WITH THE LIFE-CHANGING THERAPY

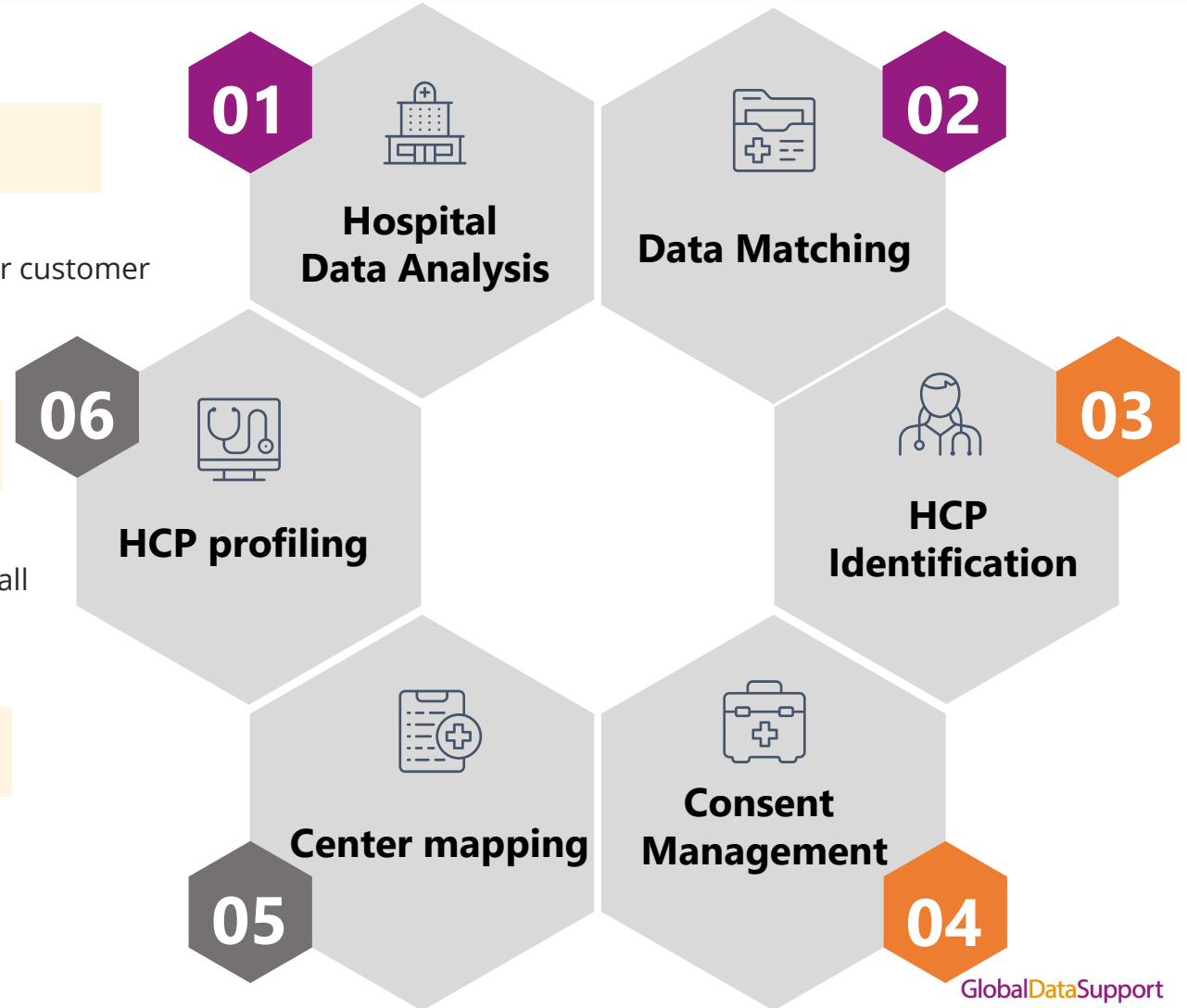


Our services

SYNERGISTIC INTEGRATED PORTFOLIO



- 01**  Patient volume data and stakeholder profiles to identify the correct targets at any stage of the patient journey.
- 02**  GDPR/CCPA compliant data matching partner for major customer master providers (IQVIA, Veeva, etc.).
- 03**  Unique expertise in HCP identification from the most influential author to the most trending Tweeter.
- 04**  Auditable GDPR consent platform that integrates with all major CRM systems. Opt-in consent capture service.
- 05**  Mapping of healthcare organisations to identify patient volumes and treatment strategies.
- 06**  HCP profiling. Fully customizable KOL platform.



HCP profiling for efficient collaboration

PROFESSIONAL ATTRIBUTES OF HEALTH CARE PROFESSIONALS

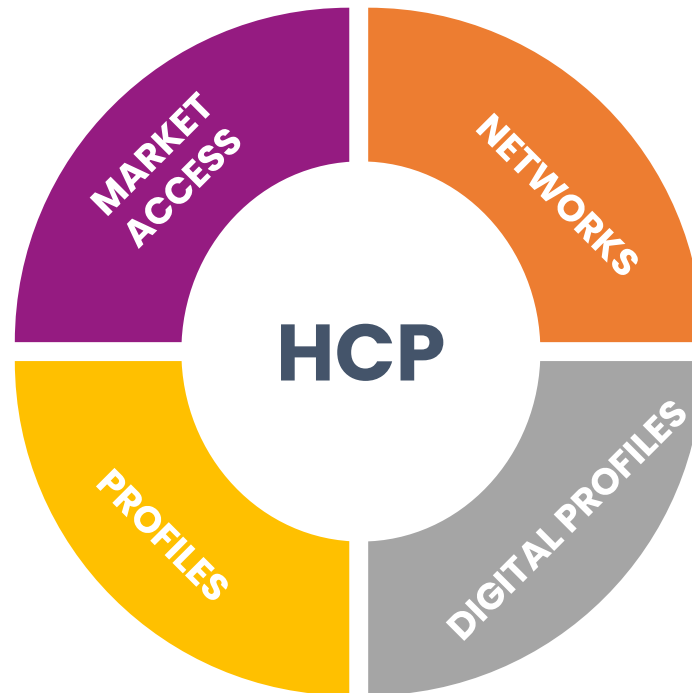


MARKET ACCESS

- Specific to therapy area
- General roles
- Committee roles and memberships
- Boards
- Role in launch phase
- Associations

PROFILES

- In depth profiles based on subject matter expertise
- Run ad-hoc queries to discover potential targets across entire universes in days
- Uncover multi disciplinary teams
- Provide profiles of the ideal candidates for TTFIELDS



- Highly recognized authors, speakers, investigators
- Local, regional, national and international experts
- Influence networks based on multiple activities
- Much more than KOLs, also HCPs with high caseloads who normally are invisible (low public activity) plus HCPs with a higher likelihood to adopt TTFIELDS

NETWORKS

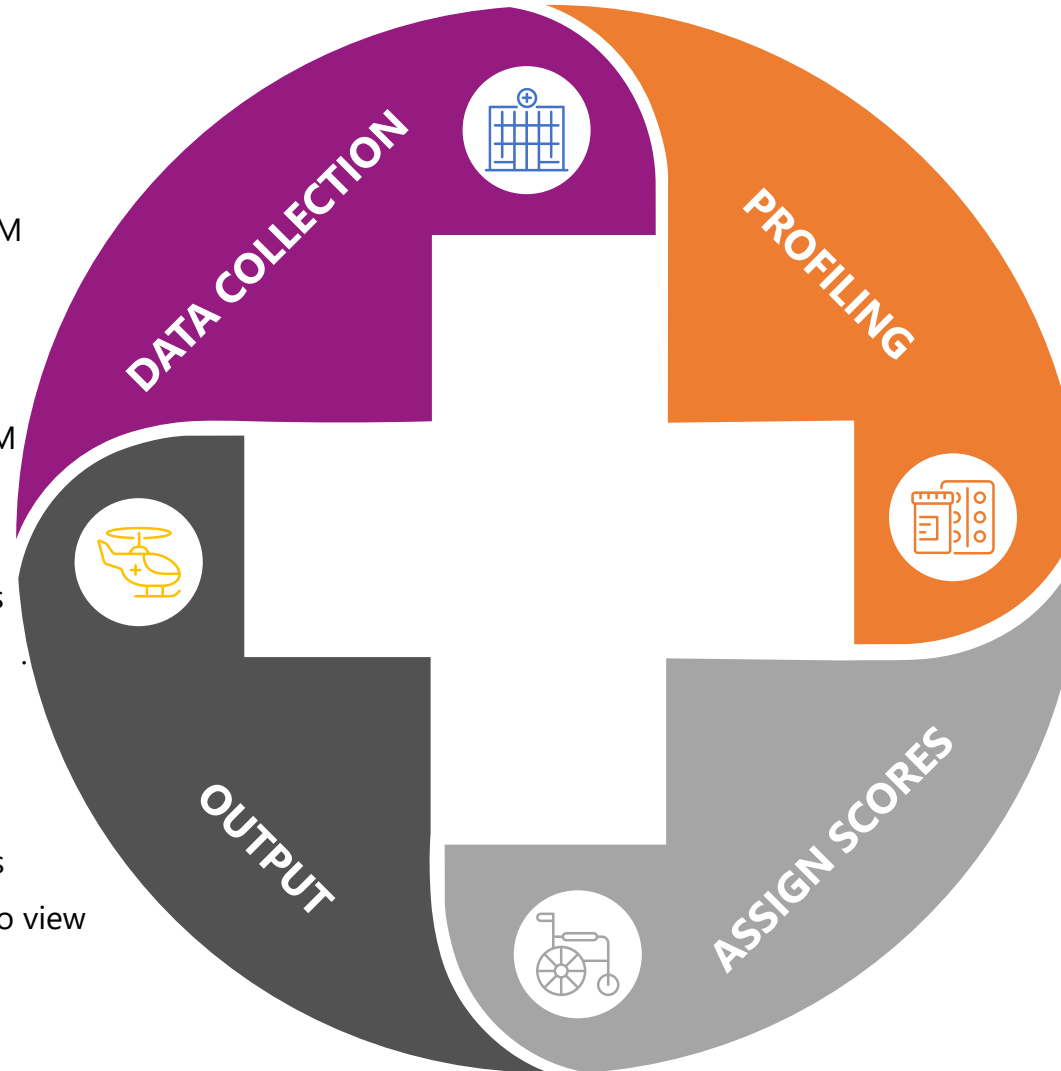
- See how physicians and hospitals are connected
- See the impact of publications on peers
- See how physicians are connected through common activities
- Visualize the network

DIGITAL PROFILES

- Digital activity index
- Digital activity spectrum
- Digital impact index
- Digital impact spectrum
- Channel preference segmentation
- Optional opt-in collection for omni-channel consent



- ### DATA COLLECTION
- Identify HCPs in NSCLC / Ovarian/GBM cancer
 - Scrape all relevant data from public sources
 - Filter for NSCLC / Ovarian cancer/GBM content
 - Link patient number data to HCPs
 - Link 3rd and 4th line regimens to HCPs
- ### OUTPUT
- Dynamic Excel file
 - Scoring panel allowing weight factors
 - Access to detailed data per country to view all activities per HCP
 - Link to Veeva ID or OneKey ID



- ### PROFILING
- Identify HCPs based on the listed criteria
 - Show the top collaborators network, linking HCPs with each other for some selected HCPs
 - Link all HCPs to their relevant activities
 - Show the overlap between NSCLC and ovarian cancer (centers where these cancers are treated, and HCPs involved)

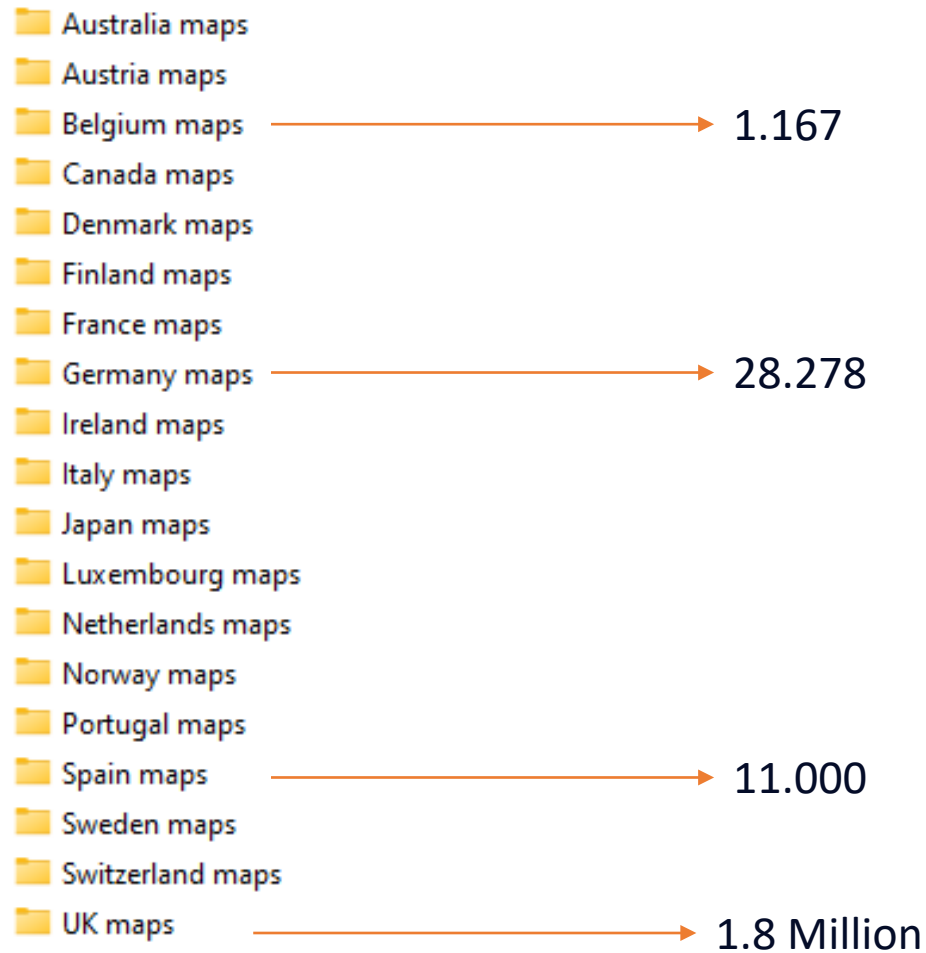
- ### ASSIGN SCORES
- Rank HCPs according to influence
 - Make scoring variable in order to allow variable expert selection
 - Allocate a number for each activity to all experts

Geographical layers for HCO Center rare disease treatments & Patient Finding via health care professionals



Countries

Amount of Postcodes



Map Area structures vary strongly by country
Data model has to be very flexible

Postcode and area / districts

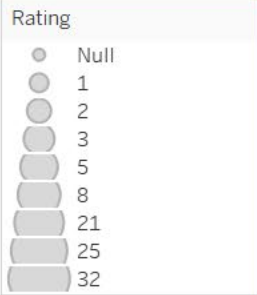
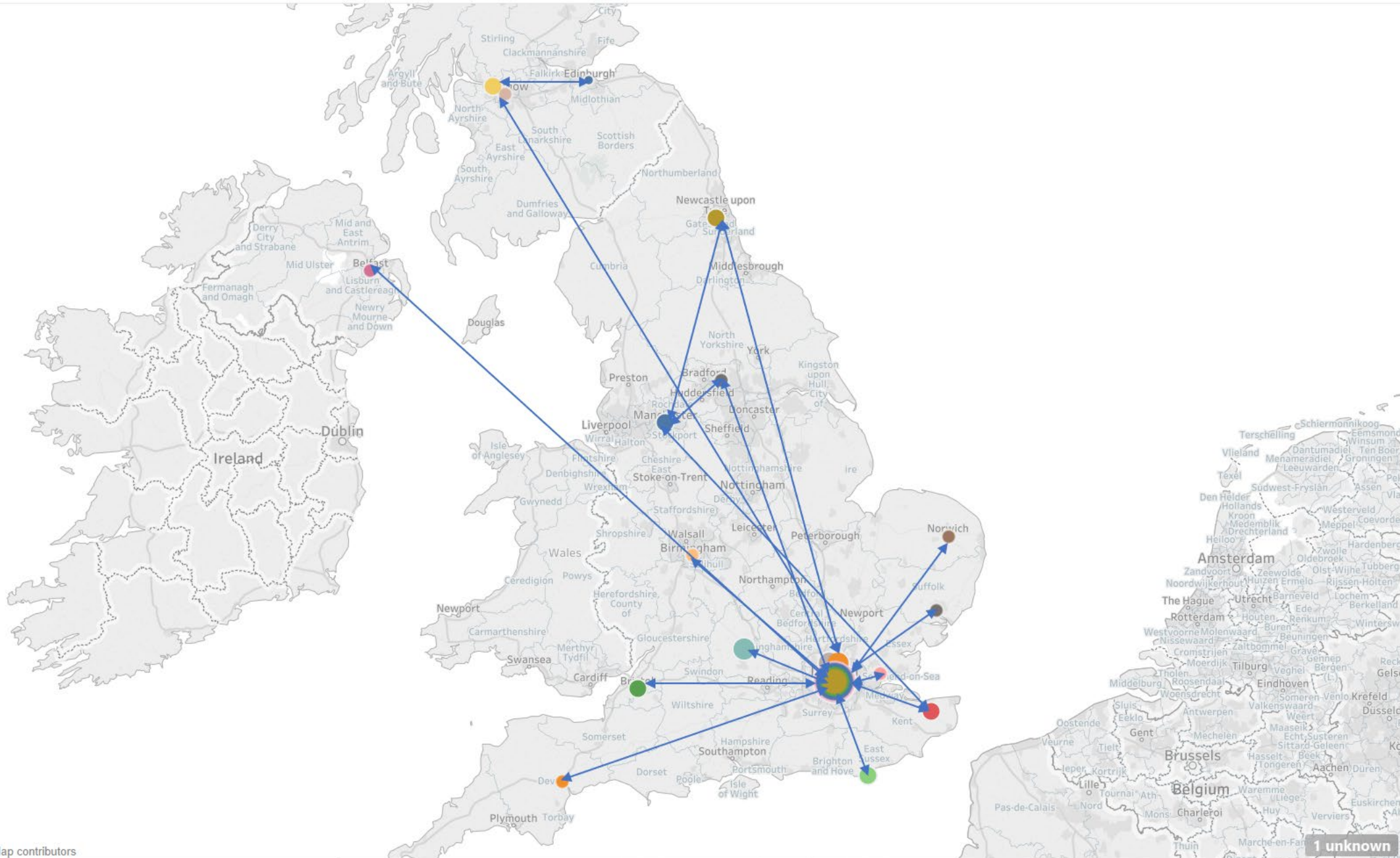
Prescription data

HCO data

Position	ICD-10 Code	Disease
81	N13.3	undefined - undefined - undefined
82	E87.1	Hypocalcemia and hypoparathyroidism - Other disorders of fluid, electrolyte and acid-base balance - Sodium (Na) deficiency
83	D41.0	undefined - undefined - undefined
84	K72.0	undefined - undefined - undefined
85	D48.0	Neoplasm of uncertain behavior of bone and articular cartilage - Neoplasm of uncertain behavior of other and unspecified sites -
86	C52	Malignant neoplasm of vagina - Malignant neoplasm of vagina -
87	R51	Headache - headache -
88	S72.3	undefined - undefined - undefined



Sample of non-interventional cardiologists involved in ATTR cm

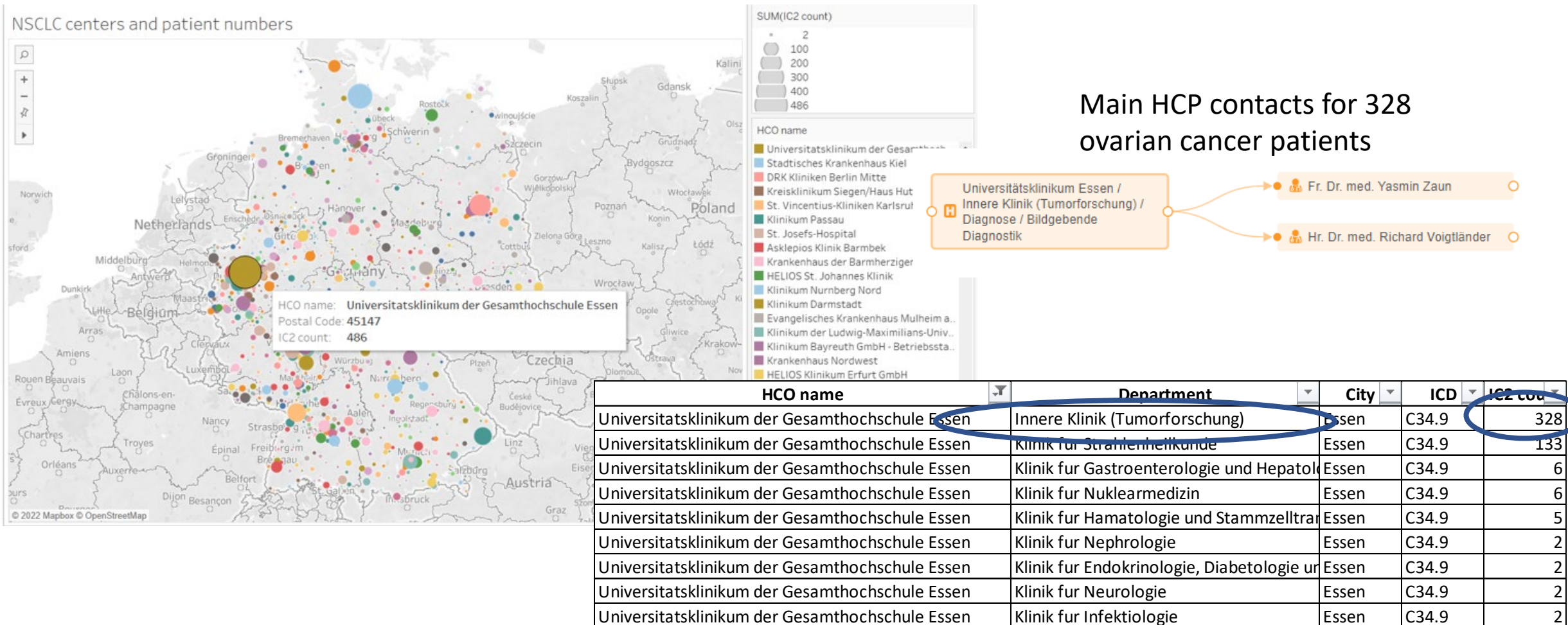


1 unknown

Methodology: Data matching between HCO and HCPs



Linking NSCLC / Ovarian cancer caseloads from hospitals to HCPs



Data visualization and dashboards



Seeing the direct impact after loading and filtering on data elements

