



CAN ONE PLATFORM

TRANSFORM THE DYNAMIC

BETWEEN HCPS AND REPS?



**BUILDING
STRONGER
CONNECTIONS
WITH A BETTER
PLATFORM**

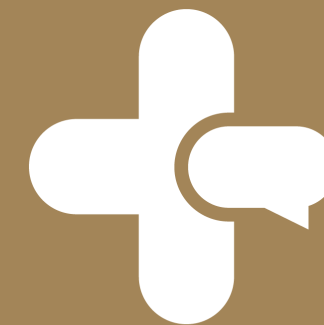
At Publicis Health, we understand that the relationship between HCPs and Pharmaceutical Reps is one of the most important partnerships in medicine. **That's why we set out to build a platform that gives doctors and Reps exactly what they need, when they need it.**

For years, the traditional communication model between the life sciences industry and the medical community has struggled to work efficiently and effectively. Since the onset of the COVID-19 Pandemic, HCPs have been faced with unforeseen challenges that make access to quick, on-demand answers more important than ever before. And Reps have to have a way to give doctors what they need to best serve their patients at any given moment.

The way HCPs and Reps work together has to adapt, and the life sciences brands that move to an on-demand, asynchronous model of engagement will have the biggest competitive advantage. That's where ExpertConnect can make all the difference.

Our team of technology strategists, data scientists and customer experience designers are ready to drive transformation across your sales workflows and demonstrate how numerous digital micro-engagements over time can transcend traditional models.

**GIVE YOUR BRAND A
COMPETITIVE EDGE WITH**



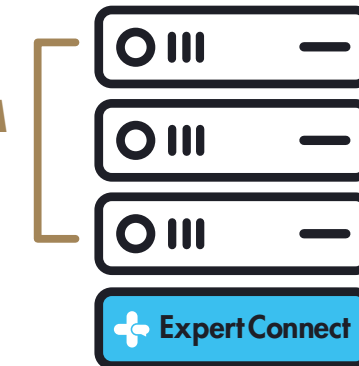
Expert Connect

BETTER COMMUNICATION MEANS MUTUALLY BENEFICIAL OUTCOMES

ExpertConnect is a platform that streamlines how HCPs and Reps work together to better meet each other's needs. It gives Reps a way to send quick personalized messages to HCPs, schedule time to connect and to attend digital roundtable discussions—all while giving your team data-driven insights to inform their conversations with providers. It also gives doctors a way to quickly get what they need with on-demand answers and access to Reps.



CURRENT CRM
STRUCTURE



Without changing your workflow, ExpertConnect **integrates seamlessly into your CRM infrastructure** so Reps can optimize customer engagement to build digital relationships over time. Our team will work with you to enable relationships with HCPs that persist and build equity over time—enabling new relationships that weren't there before.

HERE'S WHAT EXPERTCONNECT HAS TO OFFER:

ON-DEMAND ANSWERS

Allows HCPs to access quick, on-demand answers

- 1** HCPs can submit questions directly to the Rep which are then injected directly into the Rep's sales and CRM workflow for a response.
- 2** Answers from Rep are logged into the platform and made available to HCP. HCP reviews answers and can schedule time to ask and answer additional questions or follow up.
- 3** Questions and answers are stored to begin training algorithms to help triage future engagements.

ENGAGEMENT & ACCESS

Enables Reps and HCPs to directly connect

- 1** Immediately connect with a pharma or biotech company's medical expert.
- 2** HCPs have full visibility of Rep/MSL's calendar and can easily schedule a call when it's most convenient.
- 3** Calls take place with details automatically captured and fed into the Rep's CRM platform.

EXPERT COMMUNITY

Provides curated peer-to-peer roundtable connection for HCPs

- 1** Request or be invited to a virtual peer-to-peer conversation.
- 2** The local Rep facilitates a discussion, which connects KOLs across the country to deliver training, specific product and therapeutic category information and to create a dialogue among peers.
- 3** HCPs have the ability to host virtual roundtable discussions within the community.



WHO WE ARE

At Publicis Health, we are united around one purpose: to create a world where people are equipped and motivated to take control of their health.

We understand lifestyle choices and social factors impact patient behaviors and health outcomes more than a pill alone. We use data, intelligence, insights and creativity to achieve the total treatment effect. Because we believe healthcare marketing is healthcare.



WHY PUBLICIS HEALTH?

Publicis Health brings a unique blend of data, technology and creative capabilities to the highly regulated, misunderstood and nuanced relationships between Reps and HCPs. We understand the workflows and needs of both Reps and HCPs better than anyone, and we're in the business of accelerating marketing transformation for our clients.



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