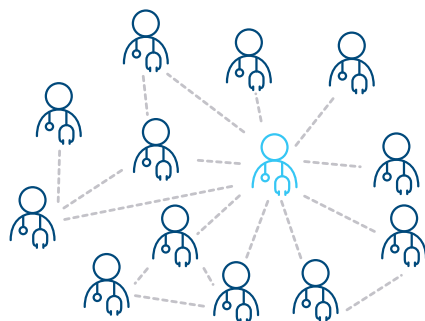**IQVIA**

IQVIA Peer Expert

Medical and commercial teams are now able to inform and prioritize Key Opinion Leader (KOL) engagement strategies by revealing the highest-impact regional and local leaders using Expert Ecosystem's **Peer Expert** capability.

Powered by peer nominations and IQVIA's unmatched scientific and clinical data, Peer Expert leverages patented* AI and predictive analytics to uncover thought leaders overlooked by traditional HCP profiling.

By highlighting a leader's connections within the HCP community and providing a deep network view of peer leadership and impact, Peer Expert improves the accuracy of HCP targeting, driving product awareness and faster adoption.

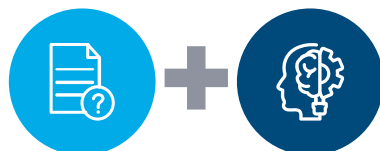## Disseminating complex science through networks of experts

What is it?

Regional and local data that reveals preexisting learning relationships (based on 'advice' and 'discussion' seeking) between HCPs within a specific disease category. These insights help explain the diffusion of innovation in medicine

How is it created?

Peer Learning Insights data is created by combining peer nomination research and predictive analytics

Primary research/ Peer nomination   **+**   **Machine learning/ Predictive analytics**

IQVIA 'Big Data' fuels the predictive analytics

Reference data   Rx claims data   Affiliation data

HCP demographics   Geo assessment   + Others

How is it used?

There are many paths to value for the data, including...

Field force sizing, targeting and engagement planning

Market research, non-personal promotion

Advisory boards, medical education/ branded speaker programs

***When a leader adopts**, that leader's connected peer network adopts at a rate that is **25% higher** than the networks in which thought leaders did not adopt[1]*
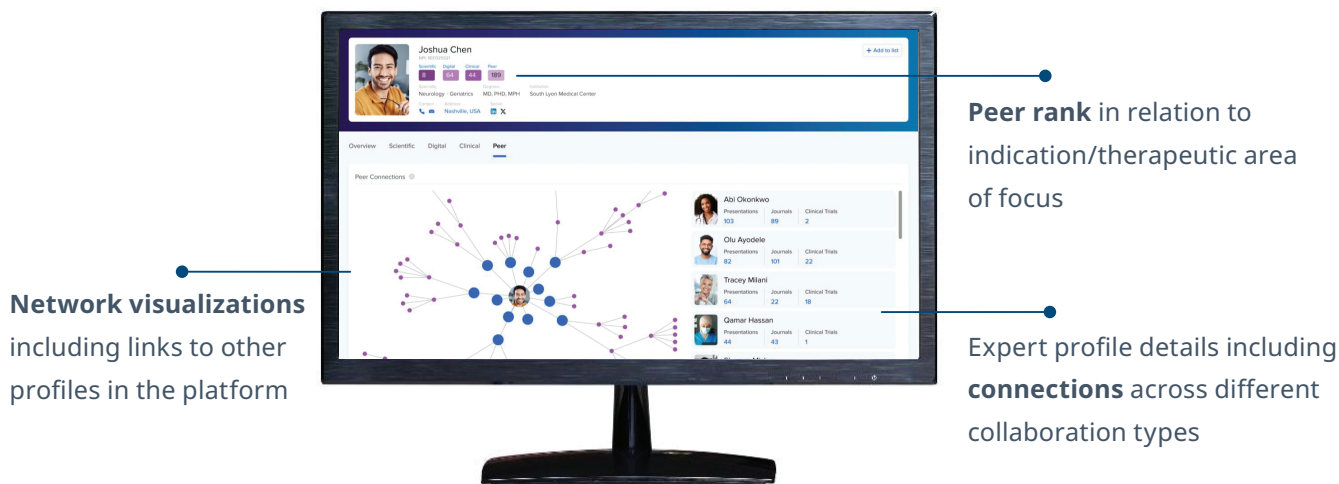
[1]Iyengar, R., Van den Bulte, C., Eichert, J., & West, B. (2011). How social network and opinion leaders affect the adoption of new products. NIM Marketing Intelligence Review, 3(1), 16-25

*U.S. Patent Application Number 18/778,330, entitled "Scientific Clinical Diffusion Network."

Key features and benefits of Peer Expert:

- Access primary market research, rich data assets, a patented AI model, and predictive analytics to unlock valuable relationships and hidden thought leaders

- Reveal 'Communities of Practice' and 'Learning Relationships' more quickly and with greater precision to pinpoint high-impact regional and local leaders

- Score and rank experts across three types of Peer Leadership (learning, prominence and community)

- Evaluate an expert's network with a summary view or dive deeper with a detailed network view

- Visualize data with map views to understand an expert's geographical reach or through list and network views to quantify its strength and scale

- Optimize medical and commercial tactics by improving the accuracy of HCP and patient targeting and drive adoption

Peer expert view

Peer rank in relation to indication/therapeutic area of focus

Network visualizations including links to other profiles in the platform

Expert profile details including **connections** across different collaboration types

IQVIA Peer Expert belongs to IQVIA Expert Ecosystem — which provides a single, unified view of KOLs

Scientific Expert
Profile key opinion leaders based on their academic contributions

Digital Expert
Profile digital opinion leaders based on their X and LinkedIn presence

Clinical Expert
Profile leaders based on their clinical activities and treatment behavior

IQVIA Expert Ecosystem

Peer Expert
Profile leaders based on their peer nominations and geographical reach

Peer Expert is part of IQVIA's Expert Ecosystem platform, your single location, for a compliant, multi-dimensional view of scientific, clinical, and digital leadership to help you identify the most relevant experts for your medical affairs and commercial efforts.

Contact an expert below to learn more.

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