![IQVIA logo]

IQVIA Expert Ecosystem

Empowering strategic decisions with unified expert data

A connected solution for strategic Expert identification, engagement, and measuring share of scientific voice cross the product lifecycle.

The IQVIA difference

IQVIA's Expert Ecosystem provides a single, integrated solution for identifying and profiling the scientific, clinical, digital, and peer activities of experts, also known as Key Opinion Leaders (KOLs).

Spanning all therapeutic areas and all geographies, Expert Ecosystem is designed to empower strategic decision-making across Medical Affairs, Commercial, and Market Access functions, by consolidating multi-dimensional data to enable accurate expert identification and engagement planning.

## Unifying deeper, richer data — revealing expertise, empowering decisions, and accelerating impact

Building on this foundation, Expert Ecosystem goes beyond simple identification by deeply profiling experts to reveal their unique roles within the scientific landscape. This helps you understand who is shaping cutting-edge research, who is translating science into clinical practice, who is driving conversations across digital channels, and who is recognized as a trusted voice within communities of practice. This multi-dimensional insight ensures you can engage the right experts at the right time, with precision and confidence.

Learn the expert's contribution to the evidence.

See their impact on real-world care.
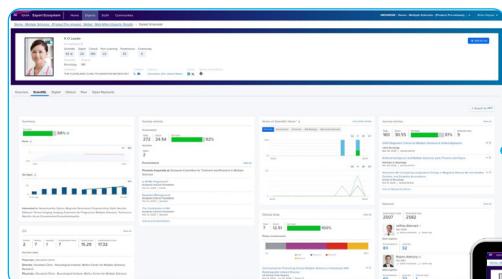
Scientific expertise

Clinical expertise

Understand their reach across digital channels.

Digital influence
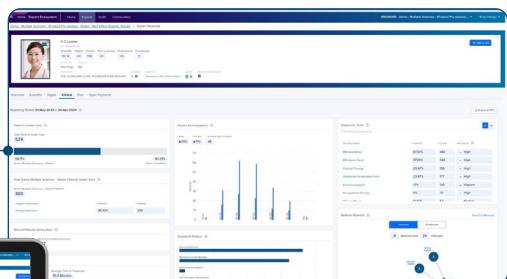
Peer network strength

View their credibility within the professional community.

2.13 million meeting abstracts uploaded each year with **55%** from large meetings available ahead of the event
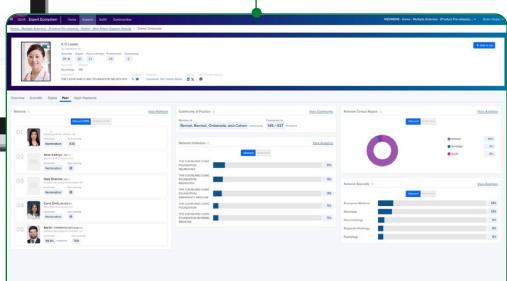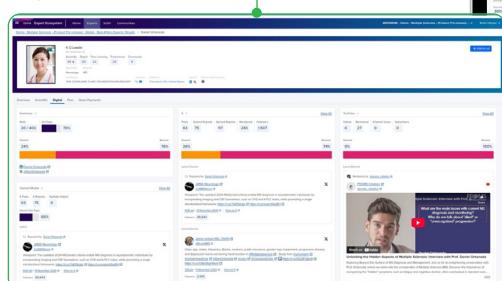
Over **43,000** scientific meetings tracked annually

28 different clinical trial sources, providing **25% more data** than clinicaltrials.gov

1.2 million validated digital profiles

1.7 billion medical claims — **exceeds** leading competitor medical claims **dataset by 30%**

25 million HCPs across **117 countries**

Powered by unparalleled data intelligence

2x patented methodology to identify hidden leaders

From complexity to clarity — Expert Ecosystem capabilities and features

Comprehensive expert profiles: Continuously-updated profiles offering a consolidated view of scientific, clinical, digital, and peer influence.

Targeted identification: Uses patented AI and predictive analytics to surface high-impact influencers, including those not visible through traditional profiling methods.

Focus area analysis: 'On topic' measures how much an expert's work is concentrated within a specific therapeutic area, ensuring their insights are highly relevant to your strategic focus.

Tailored expert lists: Tailored lists aligned to your strategy, preferred attributes, and key geographies — offering a collaborative alternative to generic solutions.

Lifecycle-aligned engagement: Supports expert engagement planning across pre-launch, launch, and post-launch phases.

Effective strategic planning: Includes tools such as **Share of Scientific Voice™** to assess and optimize engagement effectiveness.

System integration: Compatible with CRM, omnichannel platforms, and analytics environments for streamlined operations.

Strategic value for Medical Affairs, Commercial and Market Access teams

- Effortlessly discover and connect with the most relevant and influential experts in your therapy area
- Leverage real-world data and advanced analytics to rank and segment experts based on multiple criteria (e.g. publications, citations, impact factor, h-index, presentations, awards, etc.)
- Identify rising stars and other future influencers based on their publication trajectory, citation growth, and network expansion

- Visualize and explore HCP collaborations and co-authorship networks based on publishing and presentations
- Measure and optimize your KOL activities through Share of Scientific Voice™

IQVIA