# Within3

The leader in healthcare professional digital collaboration solutions

Using Digital Collaboration with HCPs in the Life Sciences Industry

Adoption of digital collaboration across the industry

About Us:

- Over 100 implementations worldwide

- Users in over 140 countries

- Utilized by 15 of the Top 20 pharmaceuticals

- Top medical associations, agencies, non-profits, and mid-size life sciences

# of Top 20 Pharmaceutical Clients

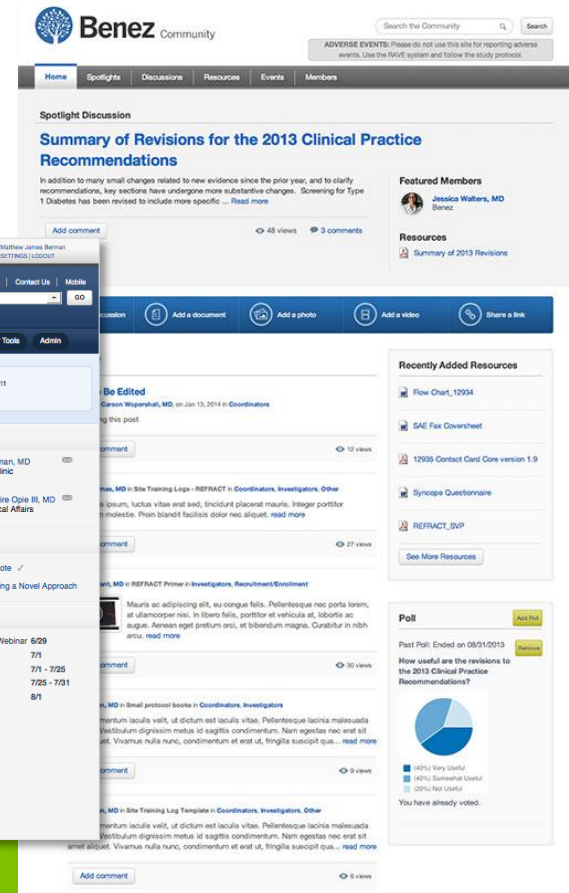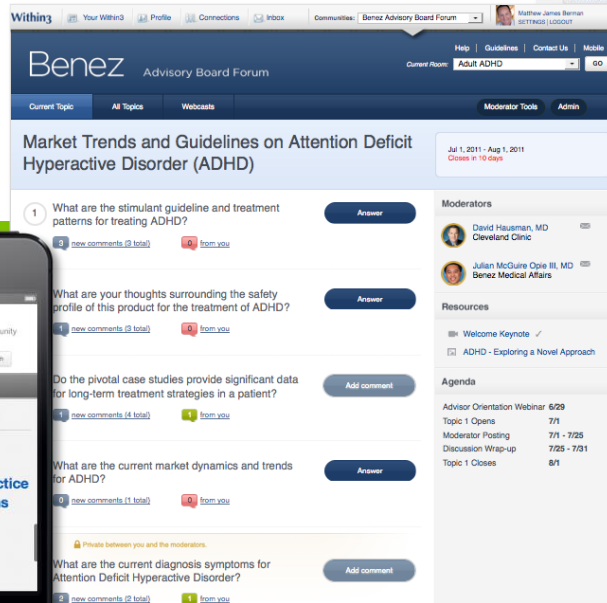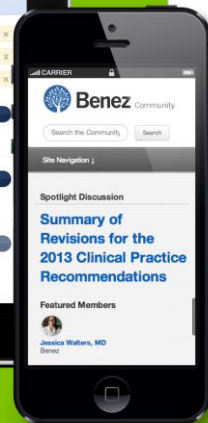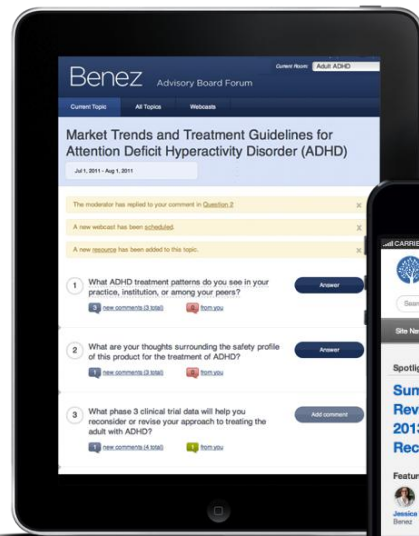| Year	# of Clients
2011	8
2012	10
2013	15
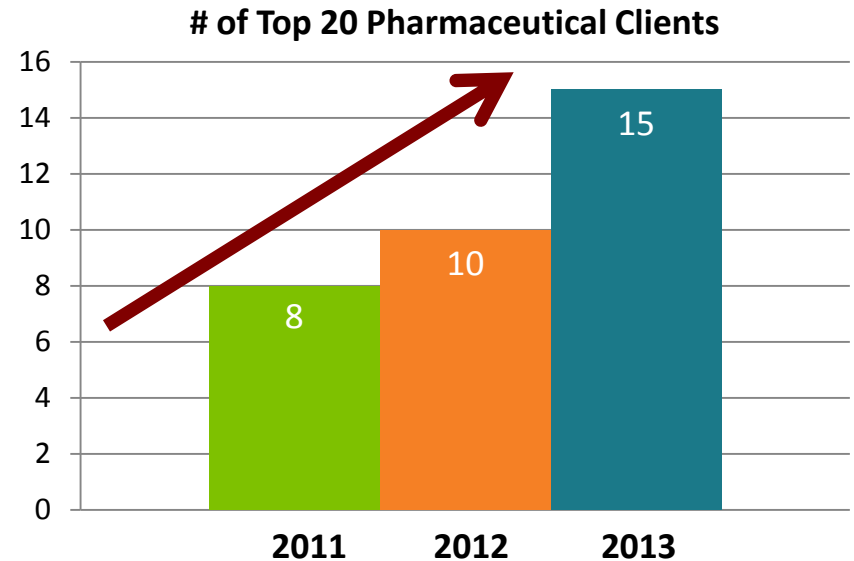
How can I ...

- Do more with less?

- Realize cost savings?

- Be more responsive to the market?

- Develop a more effective strategy?

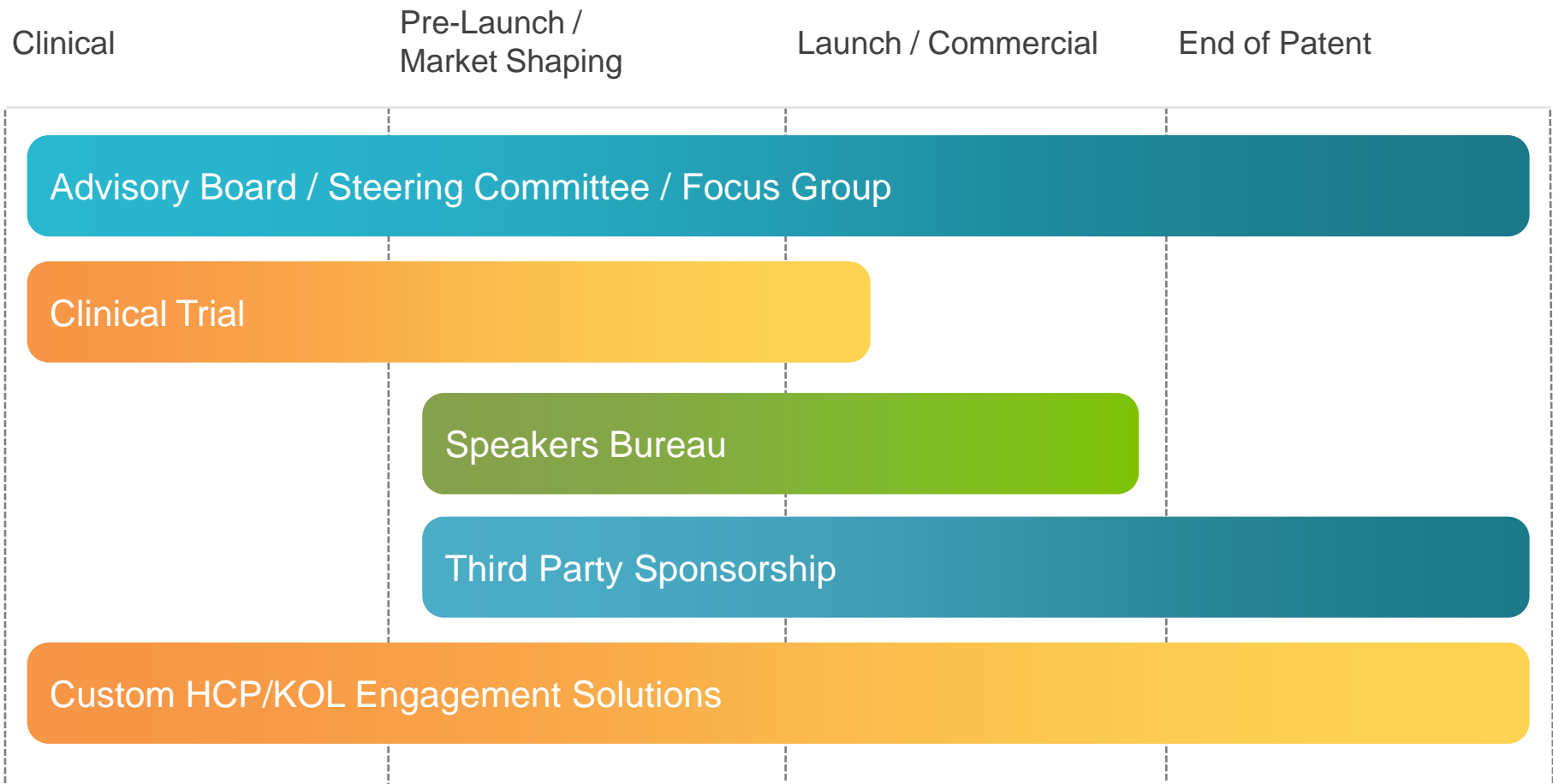- Build stronger physician relationships?

- Gain more timely information?

How can I engage HCPs differently?

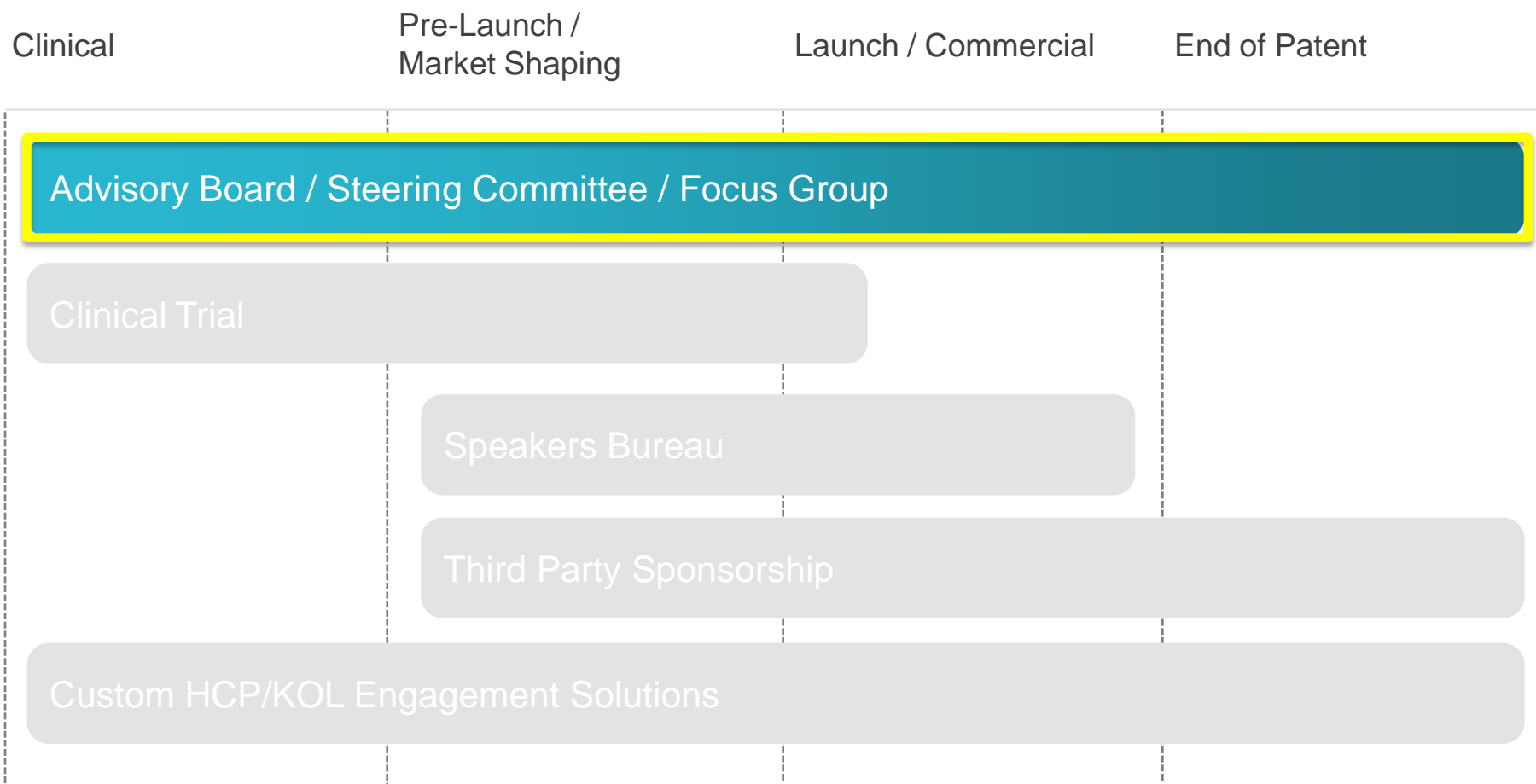# Digital collaboration solutions to help achieve better outcomes

- A **platform for interactive dialogue,** whether member-to-member or member-to-organization

- A new business channel **to facilitate deeper discussion** and **streamline workflow**

- An **answer to the barriers of geography and time**

Industry and HCP engagement solutions across the drug lifecycle

Clinical	Pre-Launch / Market Shaping	Launch / Commercial	End of Patent

Advisory Board / Steering Committee / Focus Group

Clinical Trial

Speakers Bureau

Third Party Sponsorship

Custom HCP/KOL Engagement Solutions

5

Example – Advisory Boards and Steering Committees

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There are three proven industry options for conducting advisory board meetings

1. Live Meetings
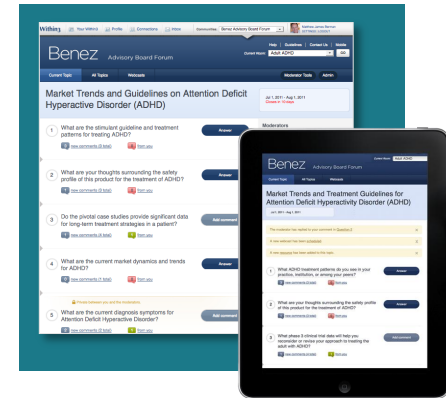

Solutions Providers:

Many pharmaceutical agencies

2. Webcasts

Solutions Providers:

Webex, GoToMeeting, On24, Adobe Connect, etc

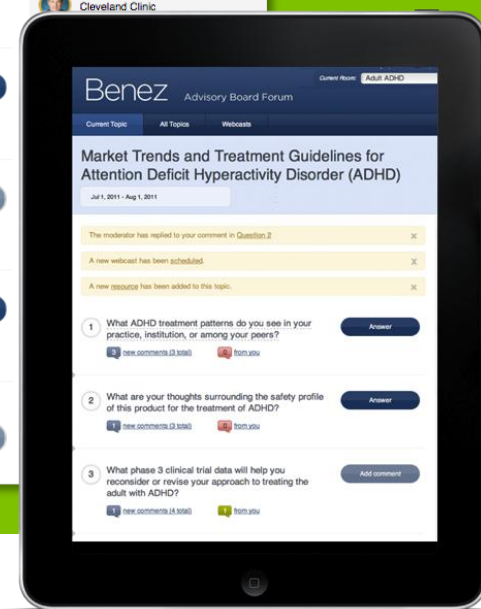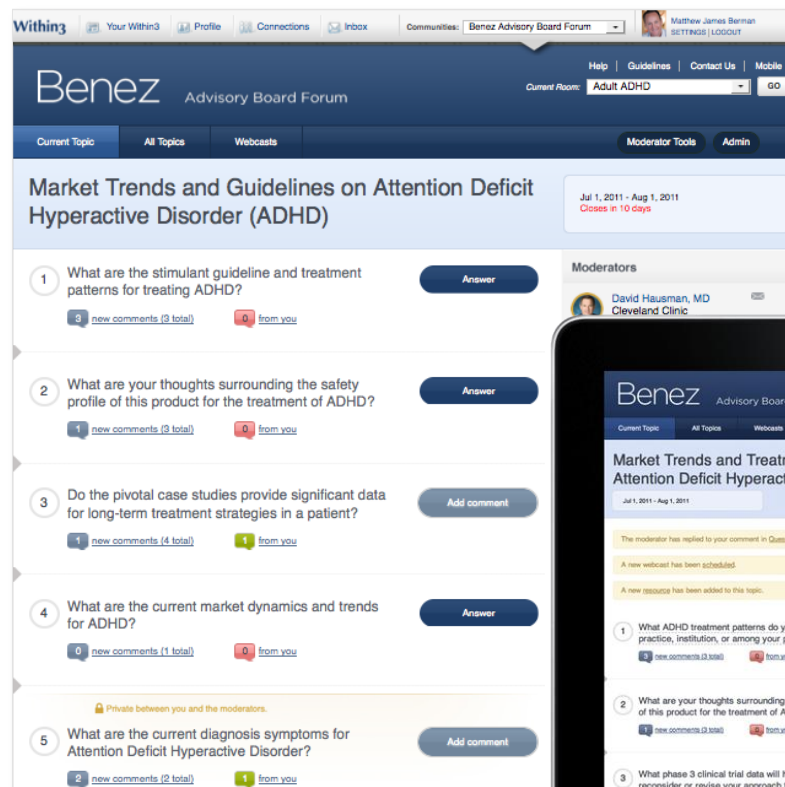## 3. Threaded Discussions

Solutions Providers:

Within3, ?

Insight Suite at a glance

How it works

- Online Discussion Solution
- Asynchronous
- Session-based
- Over 50 compliance features
- Flexible & Scalable
- Convenient and easy to use

Where its useful

- Advisory Boards
- Steering Committees
- Protocol Development
- Publication Planning
- Longitudinal Studies

Common "first time" concerns:

First-Time Questions:	Do doctors **really use/like this**?
	Won't we get **short answers** to our questions?
	Won't we get **less insight** than from a live meeting?
	What about **medical/legal/regulatory** risks?
	How is this **different than video conferencing**?
	How would we handle **advisors payments**?

Case Study – HCV Steering Committee

KOL Sub-Group	Q1	Q2	Q3	Q4
1. US – Med Strategy		◆		
2. US – Scientific & Data	◆			
3. US – Clin & Trial Meth		◆		
4. Ex-US – Regional Experts			◆	
5. Ex-US – Local Experts			◆	

◆ = Live Meeting

Case Study – HCV Steering Committee

KOL Sub-Group	Q1	Q2	Q3	Q4
1. US – Med Strategy	✦	◆	✦	✦
2. US – Scientific & Data	◆	✦ ✦	✦	✦ ✦
3. US – Clin & Trial Meth		◆	✦	✦ ✦
4. Ex-US – Regional Experts			◆	✦ ✦
5. Ex-US – Local Experts			◆	✦ ✦

- **15 Virtual "Sessions" complemented 5 live meetings in Year 1**
- **KOL Pool was flexibly segmented into sub-groups "on the fly"**
  - By KOL specialty/expertise
  - By geography
  - By brand

◆ = Live Meeting

✦ = Virtual Session

Strategic medical communications implementation models:

"Augment" annual live meetings with more frequent touch-points throughout the year

JAN   APR   JULY   OCT   DEC

"Bookend" a valuable live meeting with online sessions

SEP   OCT   NOV
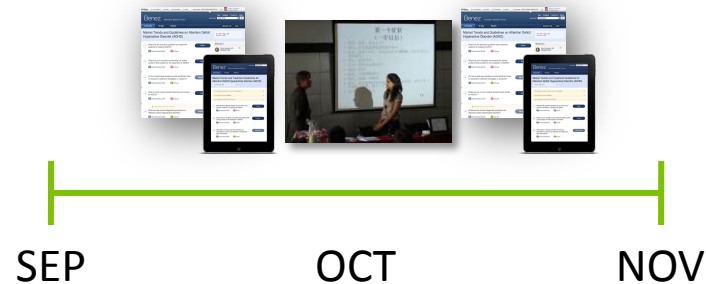
"Replace" live meetings completely with online sessions

JAN   APR   JULY   OCT   DEC

Discussion topics were consistent with other Within3 clients…

- New clinical data results
- New or expanded label indications
- Health economics
- Reactions to commercial messages
- Education needs - patient or HCP

- Insight into customer behaviors
- Clinical trial strategy or design
- Market or competitive changes
- Comparing key needs by different healthcare specialties
- Nurses, patients, payers, or other non-physician groups

… and more

Outcomes

Session Transcript

Benez

Leaders in HCV

Table of Contents:

- Transcript available by Session
- Transcript available by Participant
- Accessible 24x7
- Exportable as Word, .PDF, or Excel
- Printable format

Post Session Report

- Session Overview
- Participant Detail
- Participation Summary
- User Survey Results (if conducted)
- Medical/Legal/Regulatory summary
- Session Value Assessment
- Improvements for the Future
- Recent Solution Enhancements
- Next Steps

Participating thought leaders were very pleased with the experience.

Quantitative Feedback

100% of Advisors agreed that the virtual venue allowed them to perform their duties efficiently.

100% of Advisors thought the content and structure of the questions was appropriate and engaging.

100% of Advisors would like to participate in a second virtual advisory board program for XYZ.

93% of Advisors found the platform convenient and easy to use.

Qualitative Feedback

"XYZ's made my wanting to work with them **much, much easier.**"

The ability to dialogue with **a group of this diversity/ expertise is wonderful!** Great ideas shared!

"Can get online and answer at your **convenience**."

The system was **user-friendly and easily accessible**... I was **able to participate on my time**.

"**Excellent venue!** Some issues lend themselves more to this approach."

Quality and quantity of business insights saw significant improvement

Key Measures	Previous Program	Digital Program	Improvement
# HCP feedback sessions per year per region	5	20	4x
Days to receive documented feedback after HCP session	15	1	15x
Potential age of most recent HCP feedback (in months)	12	2	Up to 6x

Total cost savings were estimated between 25-50%

Cost Pool
($ thousands)

Live Meeting vs. Virtual Session

$

($)

($)

($)

$

Live Meeting

Virtual Session

Baseline Costs (Hard/Direct)	Agency Venue Fee Reduction	Travel Cost Elimination	Honoraria Savings	Revised Costs (Hard/Direct)

Hard Costs Reduced between 25-50%
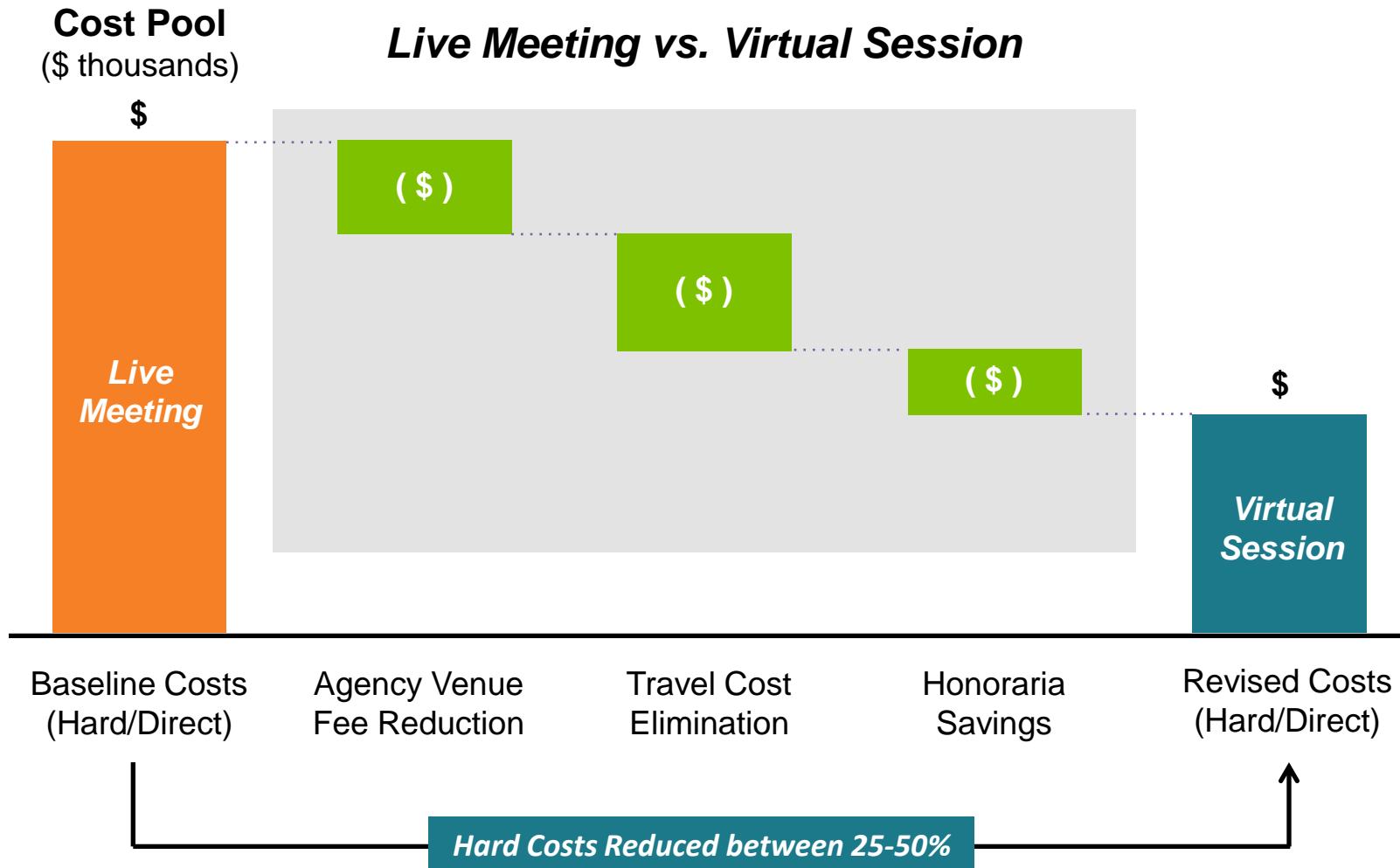
Feedback

Deeper Insights, Better Information

- **100%** of clients indicate that they receive deeper and more frequent insights than from live-only programs

Advisor Satisfaction

- **95%** of participants (MDs, Nurses, etc) indicate that the Within3 platform is as good or better than live-only meetings for Ad Board discussion

Time Savings

- **50%** less time required from brand teams to execute Within3 advisory board sessions vs. live meetings

Cost Savings

- **50%** less cost to conduct multiple Within3 advisory board sessions vs. multiple live sessions

Stringent Compliance

- **100%** MLR compliance – not a single exception registered.

Example – Hepatitis Circle Online HCP Community

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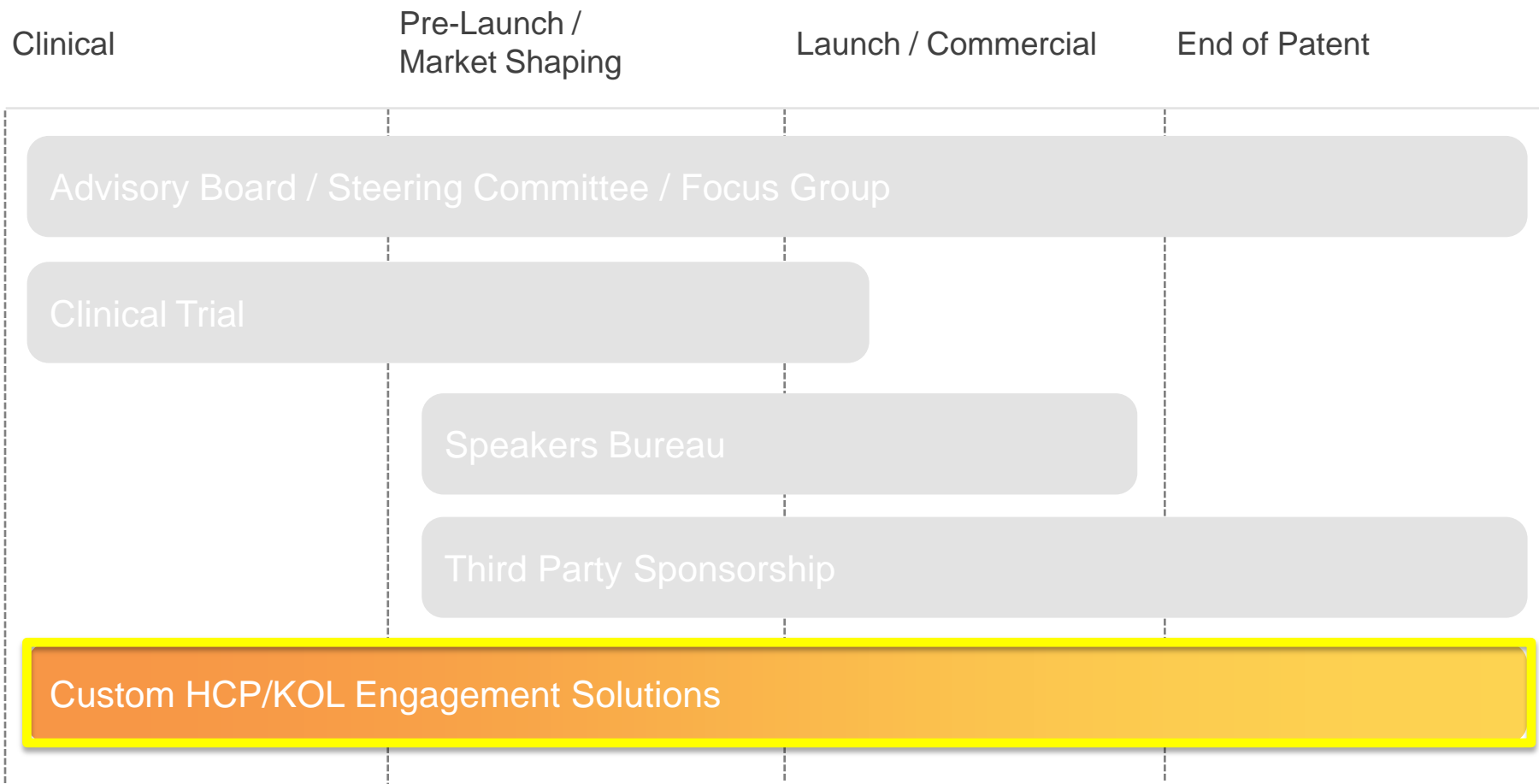
Case Study – Hepatitis Circle

The Situation – A Population Health Crisis

Although several manufacturers are introducing effective oral treatments for Hepatitis into the marketing place, there is **an increasing shortage of front-line healthcare professionals** available to treat Hepatitis patients.

The Challenge – Need to Educate Physicians

Manufacturers **need to enable non-traditional prescribers** (in this case gastroenterologists) to learn more about these diseases, and to actively care for HV positive patients.

The Solution – An Online Hepatitis Community

In partnership with the American College of Gastroenterology, Gilead, Boehringer Ingelheim, and Abbvie **created a highly active, online community** called Hepatitis Circle.

Case Study – Hepatitis Circle

Key Facts:

- Launched October 2013

- Active & growing population of hepatologists and gastro-enterologists

- Exceeding expectations of three pharmaceutical sponsors
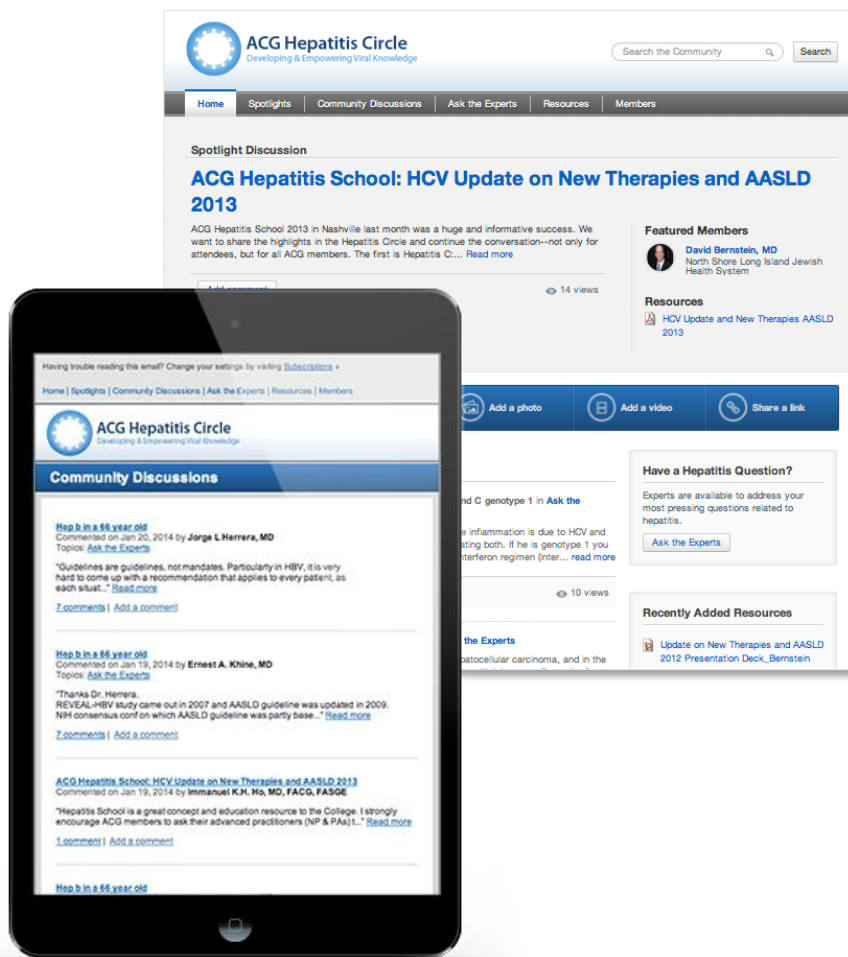
Case Study – Hepatitis Circle

**Twelve industry experts act as "Community Leaders"**

Community Leaders

David Bernstein, MD ✉
North Shore Long Island Jewish Health System

Paul Yien Kwo, MD ✉
Indiana University Department of Medicine

Jasmohan S. Bajaj, MD ✉
Virginia Commonwealth University and McGuire VAMC

Jorge L Herrera, MD ✉
University of South Alabama

James H Lewis, MD, AGAF, FACP, FACG ✉
Division of Gastroenterology Georgetown University Hospital

Bruce A. Luxon, MD, FACG
University of Iowa

Paul Martin, MD, FACG
University of Miami Center for Liver Diseases

Andrew J. Muir, MD ✉
Duke University

Santiago J. Munoz, MD, FACG ✉
Temple University School orf Medicine

Mark W. Russo, MD, MPH, MPH ✉
Carolinas Medical Center

Mitchell L. Shiffman, MD, FACG ✉
Liver Institute of Liver, Bon Secours Health Syste

Richard K. Sterling, MD, M.Sc., M.A., FACG ✉
Virginia Commonwealth University

Discussion topics include:

- HCV Clinical Challenges
- Latest Research
- Patient Evaluation
- Practice Management
- Referrals
- Treatment Insights
- Recent News

MDs access the community whenever and however is convenient for them.
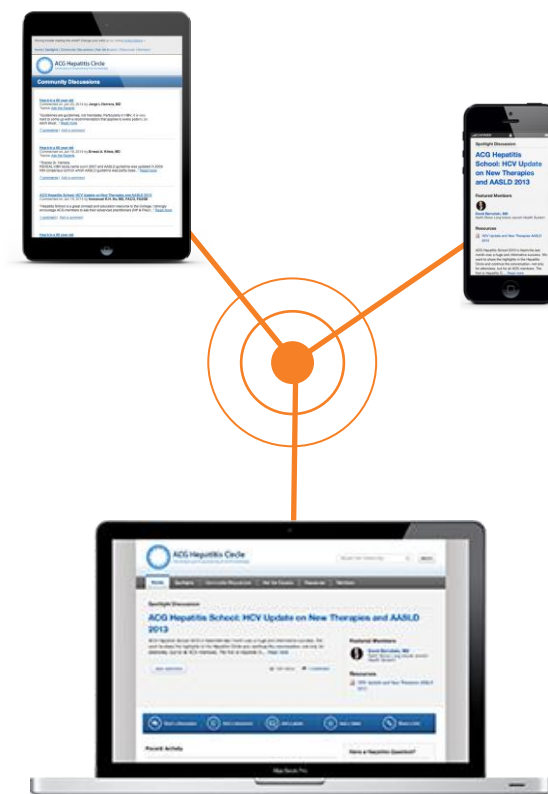
Not just technology – its about alignment – Expectation Management

| Client Success Services	
	Maximize business results from all programs
	Ensure an **MLR compliant implementation**
	Minimize time required from the business team
	Manage step-by-step implementation tasks
	Share best practices for best results
	Onboard moderators and **advisors**

Take a highly proactive approach to implementing compliant programs.
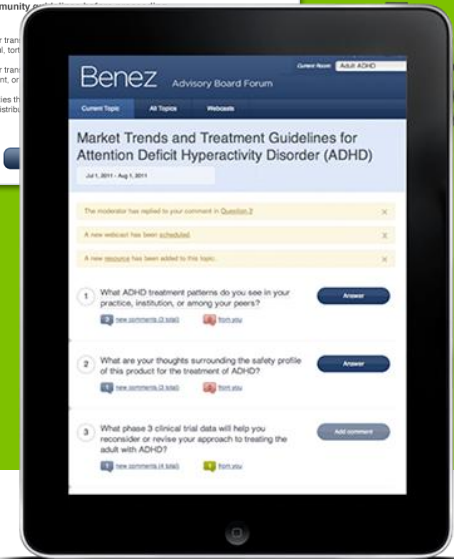
1 Risk Avoidance

2 Continuous Monitoring

3 Risk Mitigation
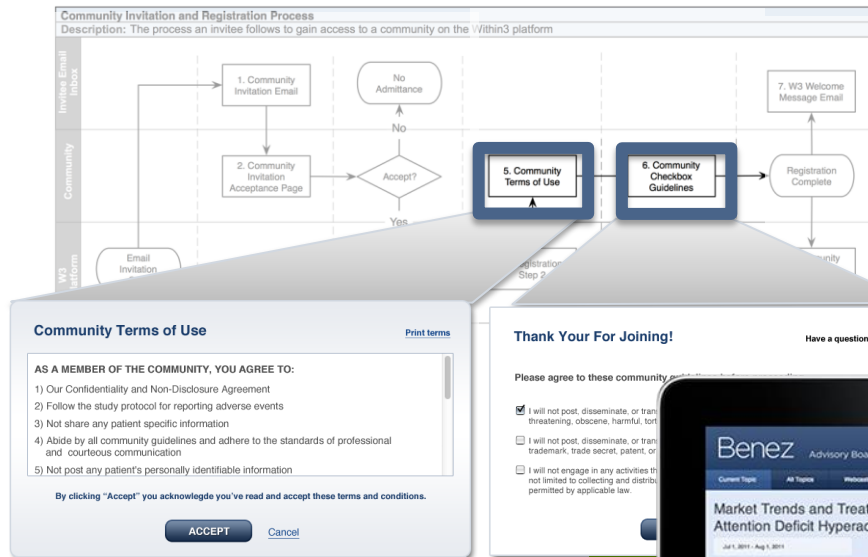
Process best practices built upon years of virtual ad board experience.

Over 50 unique technology features built to enable compliant interactions.

Implementations must address key areas of compliance concern.

HCP Finances	Improper Discussion	Security and Privacy
• Fair Market Value	• Off-label	• Member Privacy
• Member Contracting	• Adverse Event	• Information Security
• Sunshine Act	• Discoverability	• Safe Harbor
		• Data Retention

Why Consider a digital collaboration solution?

1. **Experienced.** 100s of global implementations.

2. **Turnkey.** Robust services and technology to support manufacturers and agencies.

3. **Compliant.** Comprehensive technology and process expertise to ensure compliance.

4. **Results.** Clients routinely achieve strong improvements to their KOL programs.

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