

Insight

Skipta's Quarterly Newsletter



MARKETING

As we're progressing towards the end of Q2, there are quite a few updates to share from the Marketing Team:

As previously mentioned, we recently conducted a member survey and were extremely pleased with the level of participation from our members. The results gleaned validated that we are on the right track with our content strategy and the overall sentiment of the community is extremely positive! A few key highlights to share:

- We received 644 completed surveys which exceeded our goal of 500 completed surveys and translated into an overall 1.3% response rate. This rate is good!!
- The interest level in types of content we are sourcing and providing to members ranged between 78%-90%
- 82% of respondents agreed that the frequency of emails sent is just right.
- 92% of respondents agreed that they find their community easily accessible.
- 99% of respondents indicated either not applicable or satisfied with the service provided by their Community Manager.
- Qualitative insights were consistent - members want more education on their community, more interaction among colleagues and more opportunities to earn honoraria.

Table of Contents

Marketing
COVER

Sales
PAGE 4

Product
Commercialization
PAGE 6

Milestones
PAGE 7

This survey was a great success, giving us actionable insights that we are currently working to address as they relate to member communicated needs.

We also finalized one new advertisement concept for our Skipta corporate ads. The intent behind the updates were to evolve our creative to deliberately communicate to the market how Skipta programs benefit brands. This includes reinforcing our positioning as more than a traditional media buy, a multi-channel approach and an opportunity to communicate with an engaged audience.

THE RIGHT MEDICAL SPECIALISTS WILL SEE YOUR BRAND NOW.



ONLY ENGAGE WITH THE SPECIALIZED MEDICAL COMMUNITIES THAT MATTER TO YOU.

Now your target can zero in on your brand like never before.

Welcome to Skipta—the leading social network for specialized medical professionals. With our multi-channel, integrated program, your message is sure to cut through the clutter precisely when your target is 100% actively connected and engaged.

Prepare for serious results—contact Skipta today to see how we can drive awareness, engagement and behavior change.

Be sure to be seen...with Skipta.



INFO@SKIPTA.COM + 800.390.8072 + SKIPTA.COM

On other fronts, we are continuing to have discussions with Informa about leveraging their content within our communities, supporting the technology team with UI refresh/relaunch activities, making excellent strides in cleaning up our Marketo database, utilizing onboarding and re-engagement campaigns for newly acquired and formerly retired contacts, working on an refreshed eNL designs and creating educational copy to keep our members informed of what their community has to offer.

More updates to share soon!!

ELIZABETH HEFNER /
VICE PRESIDENT, MARKETING &
MEMBER SERVICES

SALES

SALES UPDATE - RECENT WINS

Deal Name: BMS – Sprycel – 2018 Program
 Client (Agency/Pharma both): Havas/BMS
 Amount: \$150,000
 Indication: Leukemia
 Core Tactics: Skoops, ROS Banner, eNL, instream & Showcase
 Timing: June thru December

Deal Name: Merck Pneumovax23
 Client (Agency/Pharma both): FCB/Merck
 Amount: \$65k
 Indication: Pneumonia
 Core Tactics: 3 month Premiere Plus
 Timing: June to Sep

Deal Name: Gilead Hep C
 Client (Agency/Pharma both): SSCG/Gilead
 Amount: \$50k
 Indication: Hep C
 Core Tactics: E-news Banners/ SOV Banners
 Timing: May 15--June30

Deal Name: Jakafi GVHD
 Client (Agency/Pharma both): PHM/Incyte
 Amount: \$140,000
 Indication: Graft-vs-Host Disease
 Core Tactics: Premiere Plus in Oncology Nation
 Timing: May 15 – November 15

Deal Name: Lilly – Basaglar – Pharmacist Program
 Client (Agency/Pharma both): CMI/Lilly
 Amount: \$134,000
 Indication: Diabetes
 Core Tactics: eNLs, Skoops and banner in Pharmacist Society
 Timing: May - September

TED TALKS

“ A leader is one who knows the way, goes the way, and shows the way.”

DR. THEODORE F.SEARCH / CEO

SKIPTA SUPERSTAR

Elizabeth and Jen were our Q4 and Q1 Skipta Superstars! Both lived Skipta's values and delivered an exceptional performance during Q4 and Q1. Elizabeth and Jen received a \$500 bonus and a Skipta Superstar plaque.

Remember, anyone can nominate a coworker for the Skipta Superstar award. The leadership team reviews all nominations and votes on the winner.

Congrats again Elizabeth and Jen!

"Our greatest glory is not in never falling, but in getting up every time we do."

PRODUCT COMMERCIALIZATION

Product Commercialization things in the works:

- Exploring an affiliate relationship with a partner to be able to add banner/notifications/links in our communities and eNewsletters to their eSampling platform – this would allow targeted prescribers to login and order Rx product samples – having this capability would make our sites more sticky and engaging by giving prescribers another reason to check in at least monthly to see if they can place a sample order
- Exploring working with a partner that specializes in digitally engaging Nurse Practitioners (NP) and Physician Assistants (PA) to see if we find a mutually beneficial way to share data, have more robust member profiles, and find other synergies to increase engagement on both of our platforms
- Developing an internal employee training class: The Future of HCP Promotion in Pharma – what does the future of HCP promotion look like for our pharma clients? what does Skipta need to do to keep up? how can you understand it so you can walk the walk and talk the talk? – stay tuned for a meeting invite
- Repositioning our Listen product – we are working with Asentech on how to offer a more comprehensive HCP social media listening and analytics readout for clients – how can we deliver key insights and recommendations to clients to drive brand strategy and help them optimize the relevance of their HCP messaging?

**JEFF SCHWARZ / VICE PRESIDENT
OF PRODUCT COMMERCIALIZATION**

Q2 MILESTONES



BIRTHDAYS

Nate Caro - June 20th

John Ciccio - April 19th

Roula Fitzgerald - April 29th

John Kovatch - April 19th

Cam MacDonald - June 4th

WORK ANNIVERSARIES

Matt Baggett - May 2015, 3 years