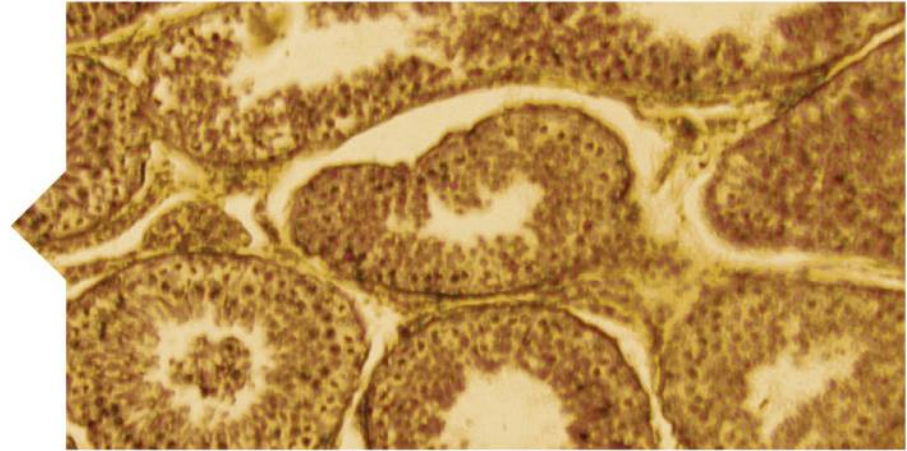




Improved Commercialization Strategy through Stakeholder Network Mapping



To ensure that commercial resources are applied in proportion to the needs of the market

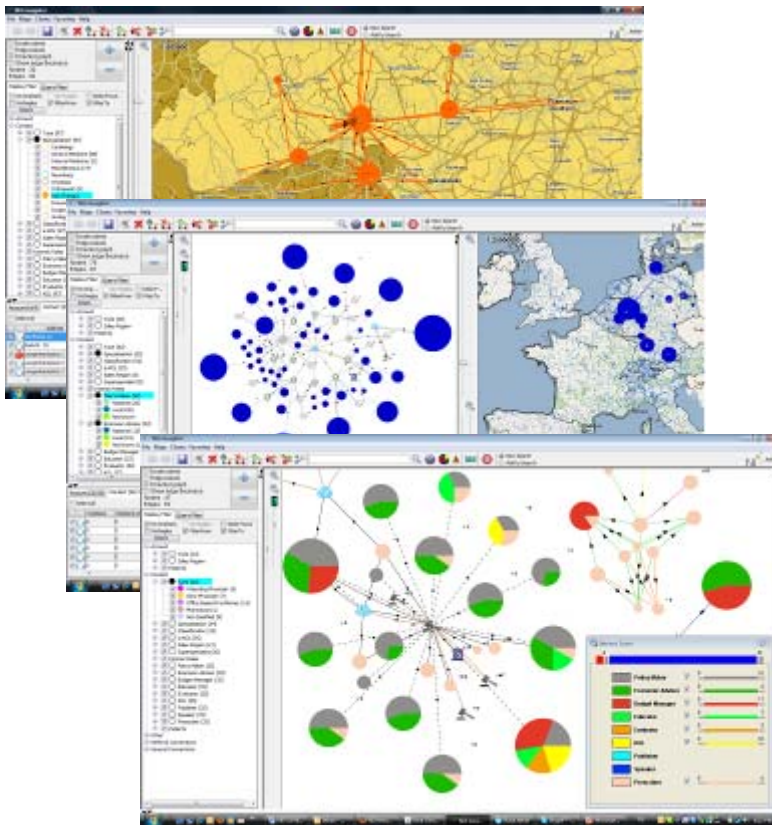
Need to identify and validate relationships between decision makers and influencers, including providers and payers to achieve a holistic understanding of the market

Need to understand:

- Who are the stakeholders and what decision do they make?
- How are they linked to each other and the healthcare system?
 - Who/what makes the greatest **impact** on the market?

Stakeholder Architecture: Mapping Relationships

Visual user interface* allows understanding relationships **across diverse data sources** to provide new insights never before possible (visual social graph analysis).



- **Unifies** fragmented data into a **single holistic view** from across the enterprise along with external data sources.
- **Enables** people to **see, explore** and **find** the often hidden relationships, power structures and interactions within the networks of people and organizations with whom they must understand and engage with in order to reach their goals.
- **Uses** the power of visual metaphor to deliver **intuitive maps & analysis** of stakeholders networks.

Stakeholder Architecture: Describing the Stakeholder



Examples of stakeholder attributes and connections that can be 'graphed' to drive to more meaningful and actionable understanding of influencers in the marketplace

Stakeholder

Person	
	Name
	Address
	Tel
	Email
	Age (or date of degree)
	Position
	Coordinates
	Country
	Specialty
	Experience
	Role
	KOL Score
	Interest in Pharma Collaboration
	Reach
	Rising Star Drivers

Context

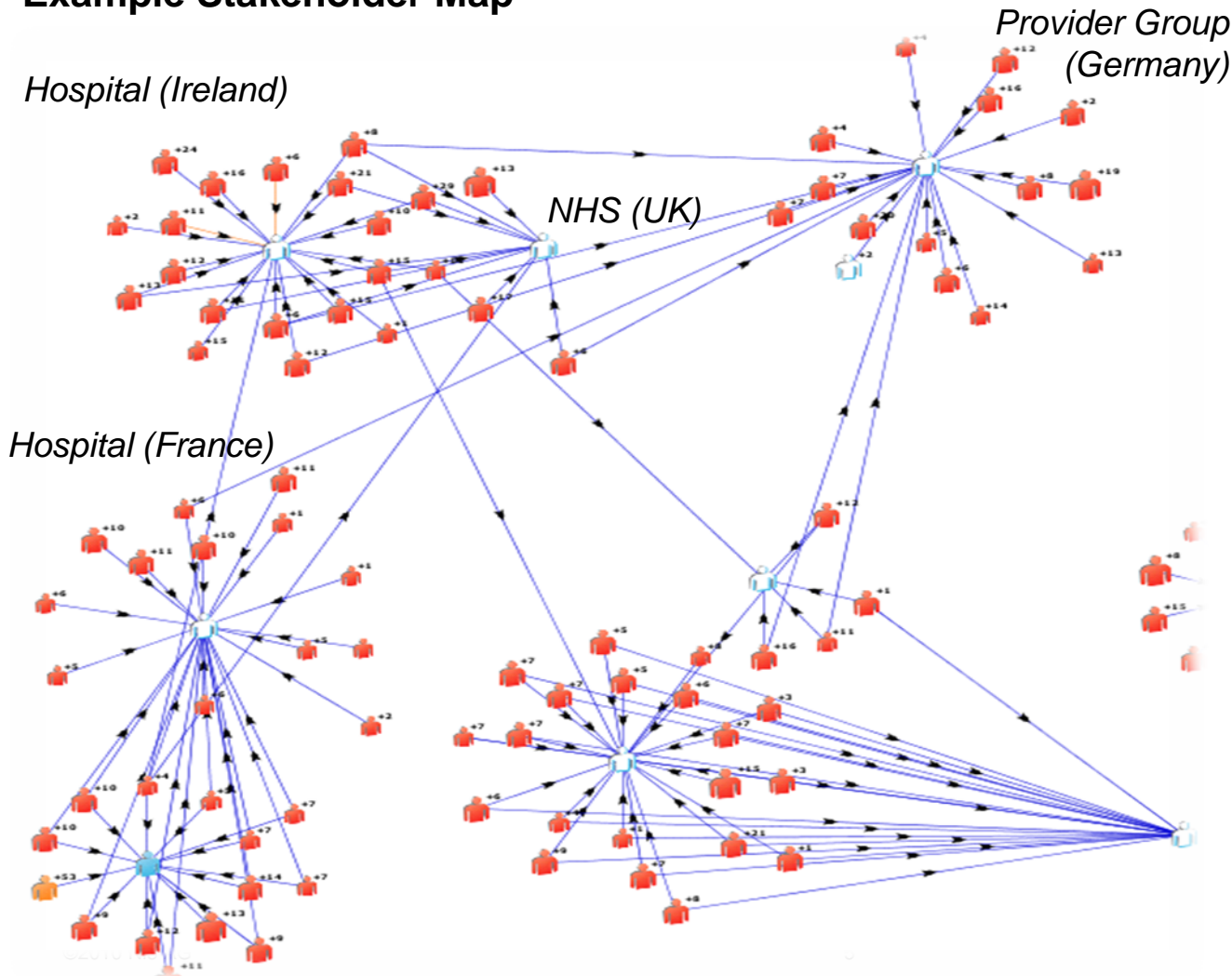
Institutions	
	Government Healthcare Authority
	Medical Society
	Patient Advisory Group
	Practice
	Professional Association
	Reimbursement Body
	University
Publication	
	Publication year
	Focus/Key Word
Event	
	Type
	Year
	Reach
Guideline	
	Specialty
	Year
	Reach
Journal	
	Reach
	Specialty
Hospital	
	Name
	Address
	Type
	Number of Beds
	Scanning equipment

Relationships

Connection Type
Person-Person
Person-Publication
Person-Institution
Person-Hospital
Person-Event
Person-Guideline
Person-Journal
Publication-Journal
Hospital-Hospital

Stakeholder Architecture: Addressing Complex Networks

Example Stakeholder Map*



Allows for rapid identification and insight around:

- Critical stakeholder hubs
- Connectivity across hubs including cross-geography and cross-function

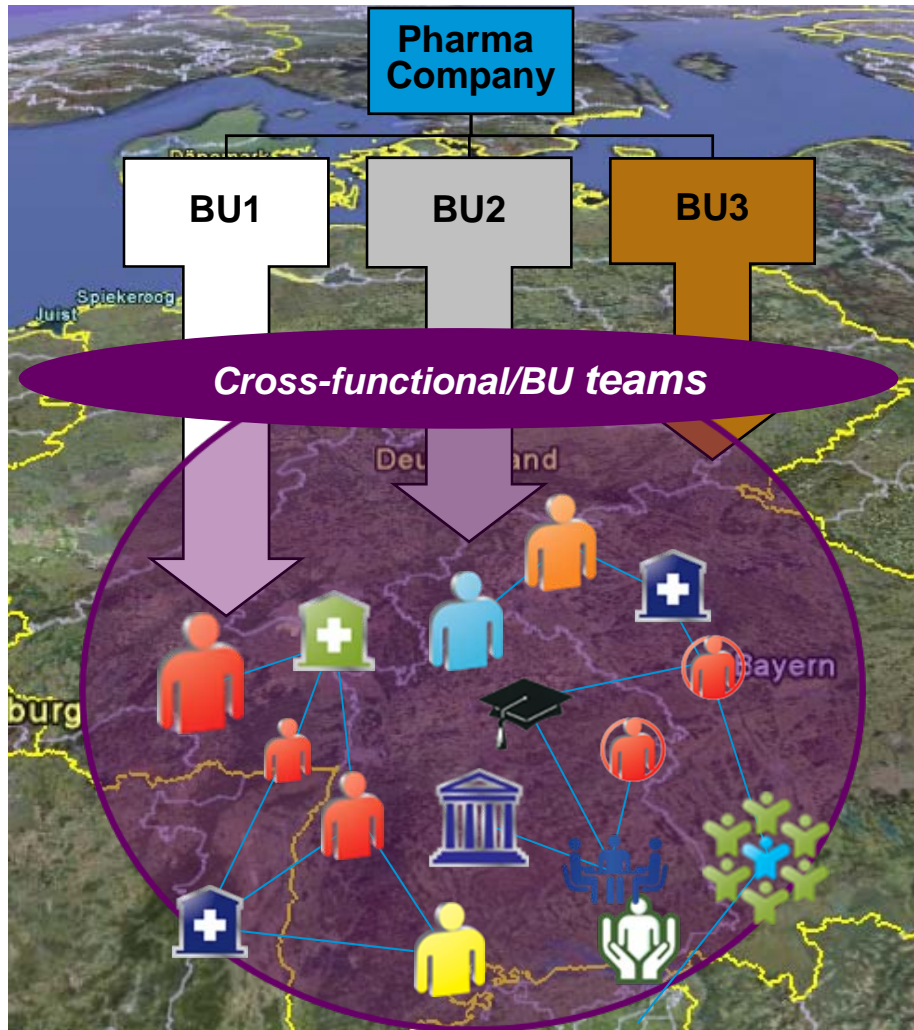
* Using Ni3 software

Stakeholder Architecture: Addressing Complex Networks



Influencers are increasingly connecting and collaborating in networks

Stakeholder Architecture: Addressing Complex Networks



In order to act as one company and optimize opportunity across stakeholder networks, a company has to address two connection questions:

- How can we see and connect externally to the customer networks in an aligned and integrated way?
- How can we connect and organize internally to work together effectively to deliver on the promise as one?