

CONNECTED CHANNELS & TACTICS DRIVE INCREASED AND EXPEDITED RX

## Engage360™

*a connected ecosystem of channels and tactics*

Many multichannel brand campaigns are launched with disconnected channels and tactics. This siloed approach results in an inability to capture holistic HCP activity data, which is critical in identifying each HCP's communication preferences, inclusive of channel, tactic and message. The result? Delivery of irrelevant communications to HCPs that undermine the brand's desire to educate and positively influence Rx/purchase.

### The Solution

A connected ecosystem of channels and tactics that captures all HCP activity data, fueling the ability to generate analytics and insights that determine the next best action for each HCP – moving from irrelevant to highly personalized communications.



**The MNG Health proprietary platform that makes this possible is called Engage360.** This synergistic solution allows us to launch integrated, dynamic, and personalized HCP journeys - tracking, aggregating, and leveraging HCP activity across all touchpoints. Actual HCP behavior dictates the subsequent **content, channel, and cadence for each HCP.**

### The Result: Expedited and Increased Rx

This next-best action approach inspires HCPs to move from brand awareness → to consideration → to deeper educational engagement → to increased Rx in the shortest possible timeframe.



**Data Ingestion @ Scale**  
Integrate leading indicator data to trigger the next-best interaction, channel, and timing of communications to audiences.

**Customer Journey Configuration**  
Configure customer journeys based on targets, deciles, RX data, claims data, and countless other indicators based on desired behavior.

**Channel Activation**  
Determine the appropriate mix of email, direct-mail and SMS messaging to targets to ignite the next step of communications.

**Engagement Intelligence**  
Collect data about every touchpoint within the ecosystem in to allow it to influence the next engagement.

**Ecosystem Analytics**  
Report on the entirety of engagement across the ecosystem at the aggregate and individual NPI/HCP level.

## THE MNG ECOSYSTEM ADVANTAGE

# Harness the power of connected channels and tactics

MNG Health leverages its connected ecosystem and proprietary data insights to efficiently deliver technology-enabled marketing solutions for life sciences brands and enterprises. Proprietary technology enables dynamic deployment of omnichannel offerings resulting in personalized HCP and patient experiences. From national virtual broadcasts, virtual advisory boards, sales rep-triggered communications, and non-personal promotion, MNG Health delivers connected journeys for HCPs and patients.



### Multichannel Campaigning

- Data-triggered campaigns
- White, gray and vacant territory campaigns
- KOL-inspired insights generation
- Dynamic, customized direct mail
- Personalized market access



### Live and On Demand Virtual Events

- Live and asynchronous ad boards
- Broadcast events
- Virtual roundtables
- Peer-to-peer speaker programs
- Speaker training
- On-demand virtual events



### KOL and Speaker Advocacy

- Connected Insights – create original KOL content to deploy across channels
- Collected Insights –survey target HCPs, write and share KOL perspective via email



### Sales Rep Enablement

- Rep Navigator – triggered email, direct mail, cost and coverage
- Digital Rep Communications – curate and send content galleries



### Patient Engagement

- Point-of-care, turn-key patient adherence
- Virtual events for patient education



#### TRUSTED FOR

**Technology-enabled engagement solutions for life sciences brands, franchises and enterprises.**

✔ **2.2 million**

Opted-in healthcare professionals

✔ **20 years**

Life sciences multichannel marketing experience

✔ **40,000**

Successfully executed virtual events for life sciences

✔ **250 million**

Healthcare professional interactions

✔ **30 million**

Emails to healthcare professional stakeholders



## Contact Us

Contact MNG Health today for a complimentary assessment of your brand needs at [\(888\) 450-9140](tel:8884509140) or by email at [info@mnghealth.com](mailto:info@mnghealth.com).