

DELIVER PERSONALIZED, RX DRIVING COMMUNICATIONS WITHOUT A REP

## White Space, Gray Space & Vacant Territory Coverage

Reach low, no-see and non-covered HCPs (white); engage HCPs in a not yet covered territory (gray); and continue to message HCPs when territories become vacant to drive SOV, education, and Rx action without sales rep support.

### MNG Solution Adresses Lack of Coverage

Good reps leverage their personal relationships with target HCPs and their product expertise to drive Rx. It's obvious HCPs highly value this more relevant approach, as emails sent from reps garner engagement rates at 3-4x the industry average.

Without a rep in place to orchestrate personalized, relevant education, life sciences companies need to increase non-personal to generate awareness, maintain SOV and drive Rx activity. Best practices call for a multichannel solution with laser focus on each HCP – delivering the best communications, education, and support available (just like any good rep would).

### Why partner with MNG Health?

MNG Health is best-in-class at delivering strategic, data-driven communications. We provide brands with access to their targets via a proprietary opt-in network of over **2.2 million HCPs**, while leveraging years of generated behavioral data, and a deep knowledge of target audience preferences. The result, we generate engagement rates that consistently surpass industry benchmarks and exceed client expectations.

We are uniquely positioned to make sure ALL appropriate HCPs are getting your message(s).

**250M**

Healthcare professional interactions

**20yrs**

Multichannel HCP experience

**40,000**

Successfully executed virtual events for life sciences

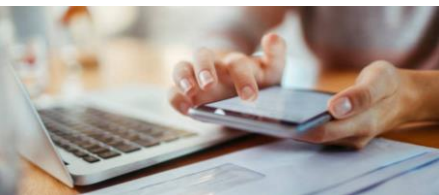
**2.2M**

HCP in our opted-in network

**30M** emails delivered to target HCPs

“MNG Health excels at both strategic planning and execution – I am confident about reaching my 2022 goals.”

ONCOLOGY FRANCHISE LEAD



## Contact Us

Contact MNG Health today for a complimentary assessment of your White Space, Gray Space, and Vacant Territory Coverage needs at (888) 450-9140 or by email at [info@mnghealth.com](mailto:info@mnghealth.com).

## 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.

### **Build Your Plan**

From concept to creation to send, MNG Health delivers your multichannel communications to drive awareness, engagement and increased Rx – without a rep – temporally or long term. Data feeds from your brand to us trigger automated communications through various channels and tactics.

**Our scalable technology-enabled solutions start with proven tactics and channels that can be deployed alone or in powerful combinations.** We recommend a daily data feed to dynamically deploy to required territories.

- **Email** – Best practices call for a combination of data triggered + a steady stream of scheduled awareness communications
- **Dynamic Direct Mail** – Personalized mail campaigns can garner 100% reach – and greatly increase message recall and retention rates
- **Personalized Market Access (Cost and Coverage)** – A critical factor in any branded Rx decision, cost is paramount in the mind of both HCPs and patients. Without a rep, its paramount HQ delivers this dynamic information
- **Connected Insights (Original KOL Content Campaigns)** – allow MNG to create and deploy original KOL perspectives. Receiving peer reviewed content is preferred by 84% of HCPs
- **Virtual Event Opportunities** – 70% of HCPs say virtual events effect their prescribing behavior. Offer and extend invitations to uncovered HCPs for KOL-led, interactive events – allowing participation, questions and material download



### TRUSTED FOR

**Technology-enabled engagement solutions powered by our connected ecosystem and advanced data insights**

- ✓ **Multichannel Campaigns**  
Deliver strategic brand content across key channels
- ✓ **Live and On-Demand Virtual Events**  
Extend reach and impact through virtual offerings
- ✓ **Sales Representative Enablement**  
Empower reps to deliver multichannel communications
- ✓ **Opinion Leader and Speaker Advocacy**  
Maximize KOL influence within immersive journeys
- ✓ **Patient Engagement**  
Educate patients via connected solutions



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