

HCPs WANT TO HEAR FROM THEIR PEERS - LEVERAGE THAT TO DRIVE RX

# KOL and Speaker Advocacy

Drive HCP engagement rates that are **5-7x higher than industry average** and significant Rx activity by delivering original, opinion-leader-authored content via our multichannel, turnkey solutions.

*In a recent survey of MNG Network HCPs:*

**85%** ranked KOL derived content as highly valuable

**83%** say they are likely to prescribe a new drug if endorsed by a KOL

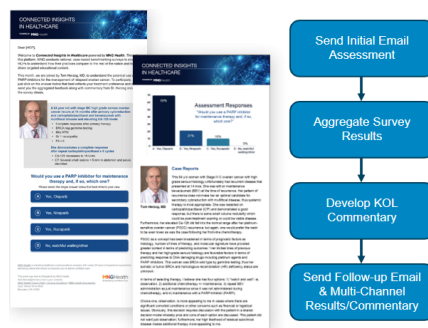
HCPs prefer KOL and peer-authored education to brand-generated promotional content and materials. MNG Health has harnessed the power of peer influence in two proprietary, multichannel solutions that drive HCP engagement – **Connected** and **Collected Insights**.

## Connected Insights: KOL Content-Based Campaigns

After aligning with the brand team, MNG Health creates original content via KOL interviews and target HCP surveys. The resulting peer-endorsed content is distributed via a multichannel campaign. Email, direct mail, and banners generate broad awareness of key messages - and drive HCPs to a campaign-centric microsite for deeper content engagement. Want even higher ROI? Allow the sales force to participate with preapproved email sends.

## Collected Insights: Critical Pulse Check

Take a quick pulse of targeted HCPs on time sensitive and/or essential brand topic via a MNG Health-authored and delivered survey. Upon result analysis, we will produce an original, KOL perspective. This peer-created content shows where HCPs stand vs their peers, distributed to all targets via email.



**Average Initial Open Rate: 22% -- Average Initial CTR: 7.2%**



## Contact Us

Contact MNG Health today for a discussion on how to leverage KOL and peer-generated content at (888) 450-9140 or by email at [info@mnghealth.com](mailto:info@mnghealth.com).

# 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.

## Drive engagement to vital KOL/Speaker content with our connected ecosystem platform – Engage360

An exponentially more intelligent, efficient, and effective platform for HCP and patient communication, **Engage360™** is an always-on, fully connected ecosystem of channels and tactics that delivers smart omnichannel engagement, informed by over 20 years of multichannel marketing experience.



## Optimized HCP Journeys

As each HCP engages across the available touchpoints, all activity is tracked, aggregated, and leveraged for the next interaction. Actual HCP behavior dictates the subsequent content, channel, and cadence of delivery.

## The Result

This dynamic, 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.

**HCP CONNECTED INSIGHTS IN ONCOLOGY**  
powered by **MNG Health**

**Hannah Herring, MD**  
Ovarian Cancer Medical Oncologist, Dana-Farber Cancer Institute, Boston, MA

### Evaluating PARP Inhibitors in Maintenance Therapy for Relapsed Ovarian Cancer

MNG conducted a national, case-based benchmarking assessment to ask this fundamental question: *Would you use a PARP inhibitor for maintenance therapy and, if so, which one?*

**Assessment Responses**

Response	Percentage
Yes, I would use a PARP inhibitor	78%
No, I would not use a PARP inhibitor	22%

**Case: A 64 year old with stage IIIC high grade serous ovarian cancer recurred at 18 months after primary cyclophosphamide and carboplatin/paclitaxel and bevacizumab with metastatic disease and elevating CA-125 levels.**

- Complete response after primary therapy
- 200 CA nag remains rising
- MGJ/TV
- GP 3 neuropathy
- PC 0

**She demonstrates a complete response after repeat carboplatin/paclitaxel x 4 cycles**

- CA-125 decreases to 0 U/ml
- MGJ/TV
- GP 3 neuropathy remains 0-1 mm

**Key Takeaways:**

- 78% of HCPs would use a PARP inhibitor for maintenance therapy.
- MGJ/TV and GP 3 neuropathy are the most common reasons for not using a PARP inhibitor.
- PC 0 is the most common reason for using a PARP inhibitor.

For an in-depth analysis of this slide and other resources, please go to <https://www.mnghealth.com/insights>

## 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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