

LEVERAGE THE CHANNELS PREFERRED BY YOUR TARGET HCPS

Multichannel Campaigns

MNG Health’s scalable technology-enabled solutions start with proven tactics and channels that can be deployed alone or in uniquely powerful combinations. Leverage our proprietary network of 2.2 million HCPs, historical marketing activity intel, and marketing automation platform to create a targeted campaign that drives increased Rx.

Data-Triggered Campaigns

Highly contextual and personalized communications to capitalize on high Rx-opportunity moments. Common data triggers include claims and procedural code data, diagnosis and Rx data, and multichannel marketing activity triggers.

White Space, Gray Space, and 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. A steady stream of awareness + triggered communications will drive share of voice, education, and positive Rx action.

KOL-Inspired Insights Generation

Quickly gather HCP insights and feedback on topics integral to the success of your brand and share results with target HCPs via **Collected Insights™**, our survey + HCP email campaign solution. Turn these insights into deeper engagement opportunities with a focused, multichannel, KOL-authored campaign using **Connected Insights™**. This solution employs surveys, email, direct mail, a dedicated microsite, white papers and rep delivered messaging – delivering vastly valued, peer-endorsed content in surround sound.

Dynamic Direct Mail

Targeted, triggered, and personalized mail campaigns can garner 100% reach of your target HCPs. Proven to increase brand message recall ability, best practices call for the inclusion of reference materials, rep information, dynamic and customized content blocks, and strong CTAs.

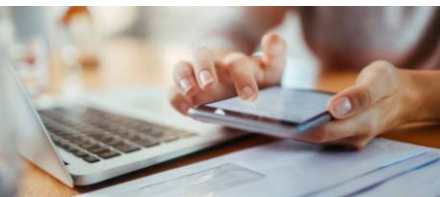
Personalized Market Access

87% of HCPs say that cost and coverage is critical to their treatment decisions. As a result, personalized cost and coverage info to HCPs via the brand or assigned sales reps is the preferred method to prepare each current or potential writer.

Engage360 Analytics + Physician Level Data

Melissa Anderson, MD
Thomas Jefferson University Hospital
Philadelphia, PA

ENGAGEMENT DATA	HCP PREFERENCES
<ul style="list-style-type: none"> ✓ Emails Sent ✓ Emails Opened ✓ CTAs Clicked ✓ Events Attended ✓ Engaged Minutes ✓ Polls Answered 	<ul style="list-style-type: none"> ✓ Polling Results ✓ Questions Asked ✓ Files Downloaded ✓ Videos Watched ✓ Podcasts Listened ✓ Slidesets viewed



Contact Us

Contact MNG Health today for a complimentary assessment of your multichannel campaign needs at (877) 914-1189 or by email at 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.

We provide the industry's leading connected ecosystem platform – Engage360

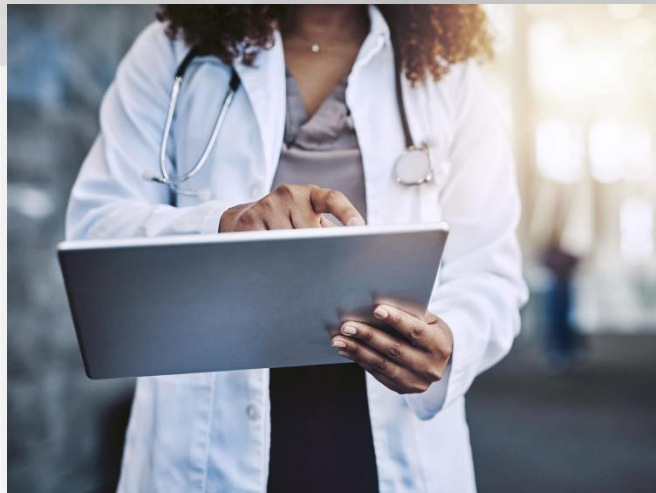
An exponentially more intelligent, efficient, and effective platform for HCP and patient communication, **Engage360™** is an always-on, fully connected ecosystem of channels and tactics that delivers smart omnichannel engagement, informed by over 20 years of HCP activity insights.

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.



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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