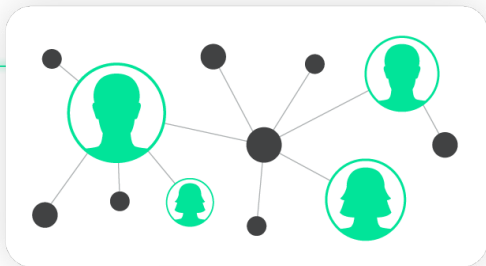


Within3 Insights Management Platform for **Medical Affairs**

Insights surround medical affairs teams. The business decisions you need to make – and make fast – are reliant on them. The Within3 Insights Management Platform helps medical affairs teams modernize to deliver value, organization-wide.

KEY BENEFITS of WITHIN3 IMP for MEDICAL AFFAIRS



Better understand your market.

Gain a clearer picture of your disease community with an understanding of influence, not simply expertise. Identify key influencers, understand the relationships among key opinion leaders and HCPs, and gain insight into trending online conversations.

Get more insights, from more perspectives, all year long.

Have rich conversations with more diverse, global participants. Give participants a productive conversation and collaboration experience that works with their schedules and yields thoughtful responses with the ability to follow up and probe for more information. Engage HCPs, payers, patients, and more across timezones, in their own languages, and anonymously – without fear of hierarchy bias, privacy concerns, or non-compliance.

Moderator



Ali Chiu, MD

Interesting point. Does this match others' experiences with patients?

Last Edit: 12:31 PM

Share

Edit



Richard Grant, MD

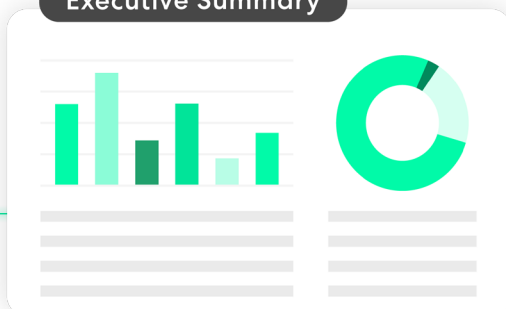
I think this would be the preferred information we share with patients.

Last Edit: 2:18 PM

Share

Edit

Executive Summary



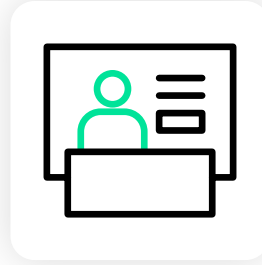
Accelerate turning insights into answers.

Improve management and analysis of HCP conversations so you can quickly identify trending concepts and make confident decisions. Your dedicated data science team helps analyze incoming insights to move your strategy forward.

CHOOSE FROM DOZENS of USE CASES or CUSTOM-CONFIGURE



Improve field engagement and strategy



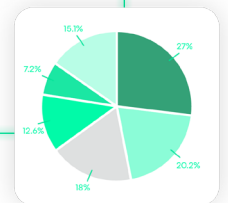
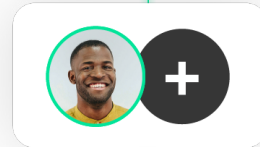
Achieve operational excellence at congresses



Drive informed and successful launches

WHY INSIGHTS MANAGEMENT?

- ✓ **Historical vulnerabilities.** The pandemic exposed vulnerabilities in traditional operating models – medical affairs must modernize to avoid future disruptions and lay the foundation for operational excellence.
- ✓ **Deluge of data.** There are more insight streams than ever before – the amount of data available to medical affairs teams is increasing every day. Med affairs must evolve to extract full value from this data without compromising budgets, timelines, or quality.
- ✓ **Tech maturation.** While immature or unproven tech can fail to deliver ROI, insights management technology is no longer a gamble. Within3's IMP is proven and supported by real-world outcomes.



Closes in 10 Days

ABOUT WITHIN3

Within3 is the world leader in life science insights management. Our insights management platform empowers you to understand your market and its key influencers better, gain diverse insights through better stakeholder engagement, and obtain answers more quickly through faster analysis. With a dedicated client success team on every implementation, most Within3 projects achieve 100% stakeholder participation. To learn more or to request a demo, visit www.within3.com.