



Advantages for the next generation of patients and treatments

TECHNOLOGY SHOWCASE

Digital Opinion Leaders: Find, Rank & Engage for Clinical Trial Awareness

Contact: Sandra Shpilberg

Email: sandra@adnexi.com

Book Meeting: <https://calendly.com/adnexi>



Woman-owned
Hispanic-owned
Small business

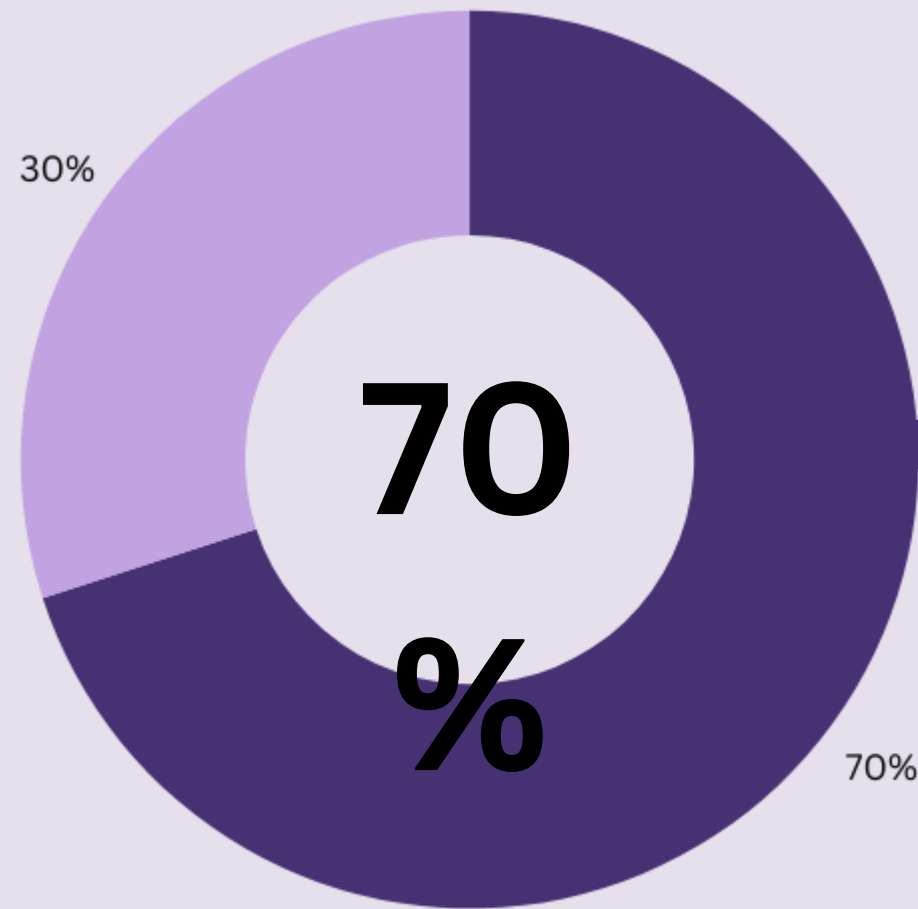


Our Goals for Today

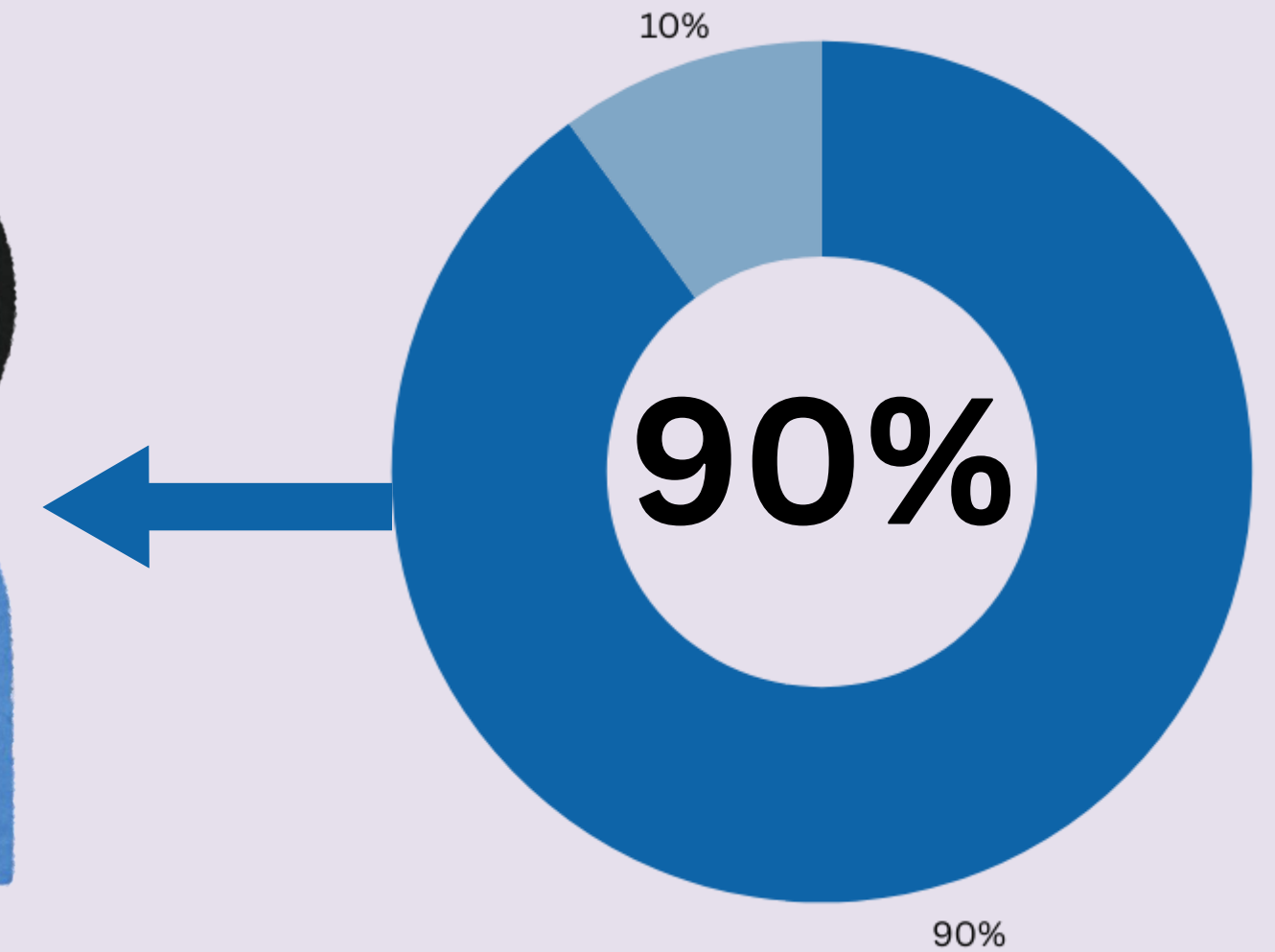
You will develop a more comprehensive understanding of:

- 1. The importance of digital opinion leaders in treatment development and launch**
- 2. How to find, profile and measure the influence of DOLs**
- 3. How to successfully engage DOLs in treatment development and launch**
- 4. Case study of Adnexi DOL**

Healthcare Professionals & Patients Rely on Online Disease & Treatment Information



70% of physicians report using social media for professional purposes (1)



90% of people with internet access search for health information online (2)

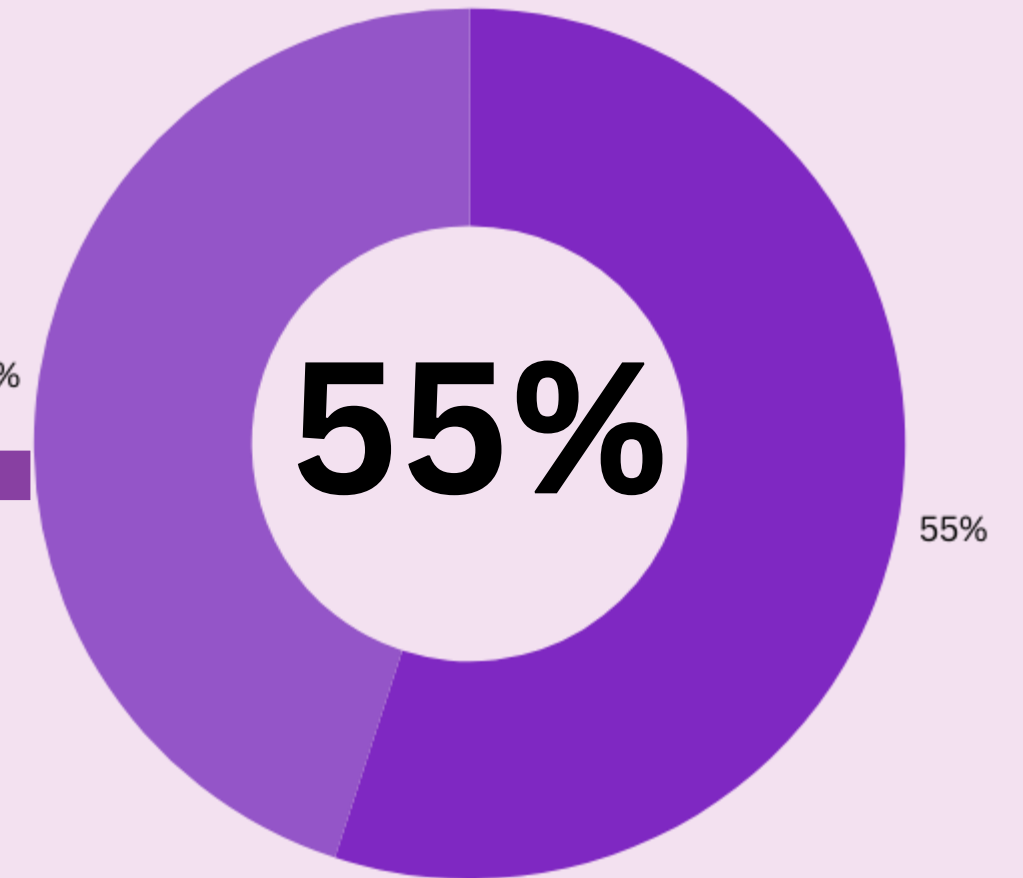
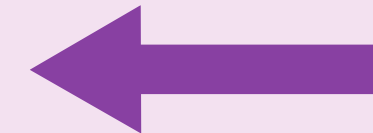
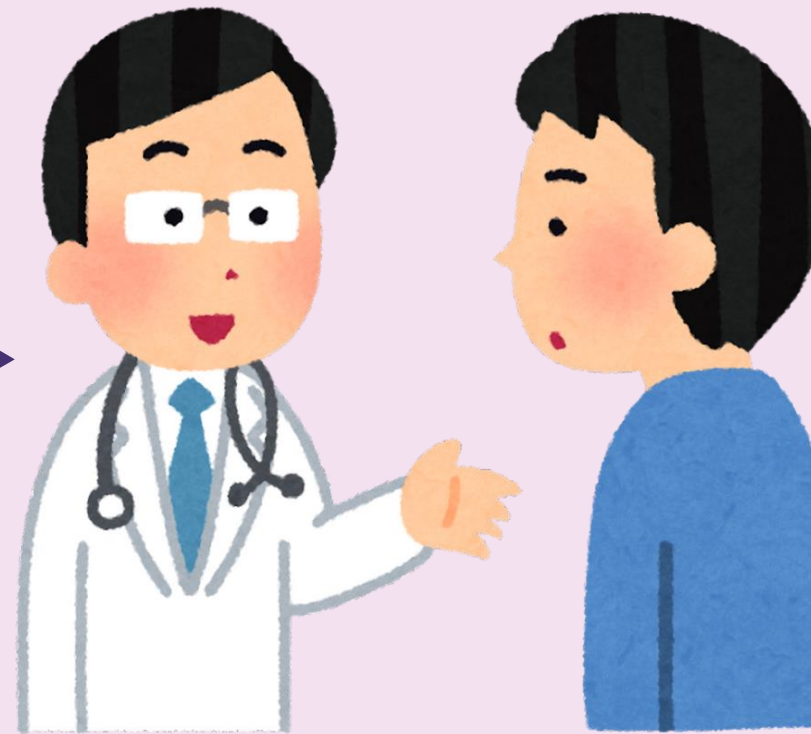
Sources

(1) American Medical Association

(2) Pew Research Center

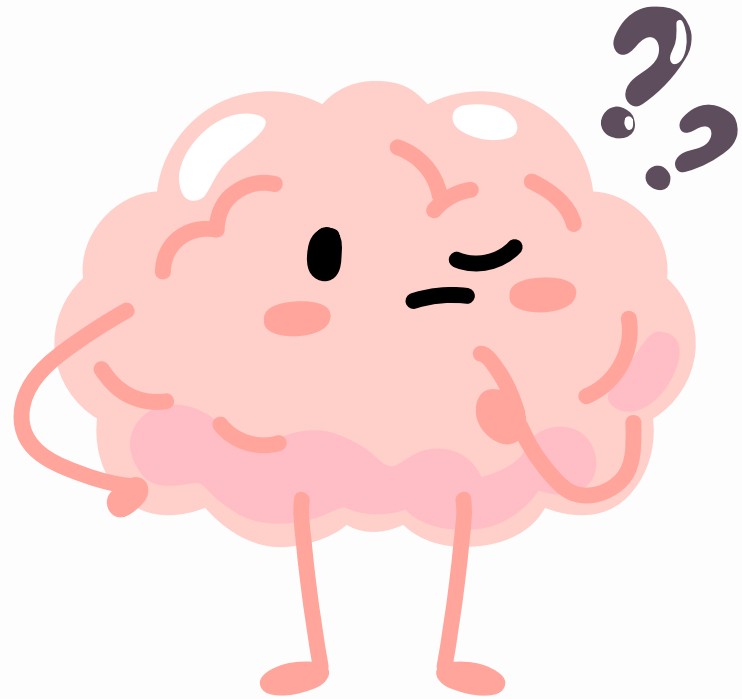
And the Information They Find Online...MATTERS!

According to the Journal of the American Medical Association (JAMA) Network, online information about diseases and drugs significantly influences healthcare providers' decision-making



55% of online health seekers say the information they found online affected their decision about how to manage a condition or treatment (3)

Audience Engagement



**Have you ever sought information
online about a medical condition that
you or a loved one has?**

Shifting Healthcare Advertising Ecosystem

What Happened

Google and Facebook Ads Policy Updates for Health Advertisements: What's New and How to Adapt

January 5, 2025 • No Comments

The Impact

Limits on targeting based on healthcare symptoms, conditions and diagnosis for privacy purposes

Significantly reduces the efficiency of paid ads for clinical trial enrollment, disease awareness and brand advertising

Organic content is now critical!



The Opportunity: Create Online Content with Digital Opinion Leaders for Biopharma

What is a DOL?

A DOL is an expert in the disease (healthcare professional, patient or advocate) who relies on digital media to educate and influence others.

Why do they matter?

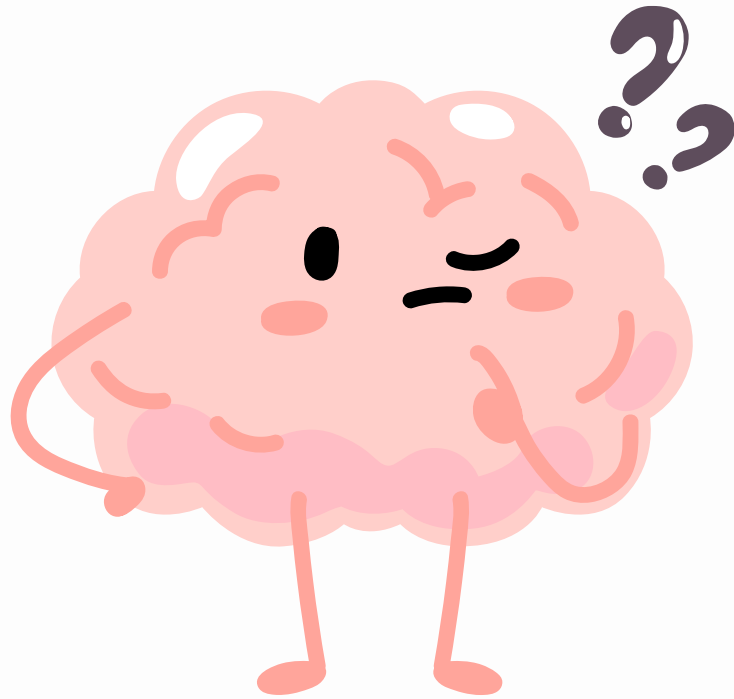
Because patients and HCPs alike turn to online resources to learn and keep up with diseases of interest, DOL content is most likely to intersect those who are searching and do so FIRST!

DOLs can be profiled, tracked and engaged to share content that aligns with disease and product messaging.

The screenshot displays the Adnexi platform interface. At the top, the Adnexi logo is on the left, and navigation links for Home, KOL, PUB, TRIALS, and DOL are in the center. On the right, there's a dropdown menu set to 'Major Depressive Disorder' and a notification bell icon with a red '14' badge. The main content area is divided into two columns. The left column features the profile of Tracey Marks, MD, with a profile picture, a bio, and social media follower counts (6.8k on Twitter, 36.3k on Instagram, 1.7M on YouTube, and 264.8k on TikTok). Below the bio is a 'Basic Info' section with fields for Email, Appearance Type, Audience, Country, Language, Specialty, Phone, Website, LinkedIn, Facebook, X (Twitter), Instagram, TikTok, and YouTube. The right column shows a feed of posts related to 'Major Depressive Disorder'. A prominent video post by Tracey Marks on YouTube is featured, titled 'Escaping the "Should" Trap: Mental Health & Social Comparison'. The video thumbnail shows Tracey Marks with the text 'TRAPPED BY SHOULD'S?'. Below the video, there's a section for 'Escaping the "Should" Trap: Mental Health & Social Comparison' with an 'Auto generated English transcript' and a 'Video description' field. The bottom of the feed shows the date 'April 10, 2024'.

Adnexi Webinar: Audience Engagement

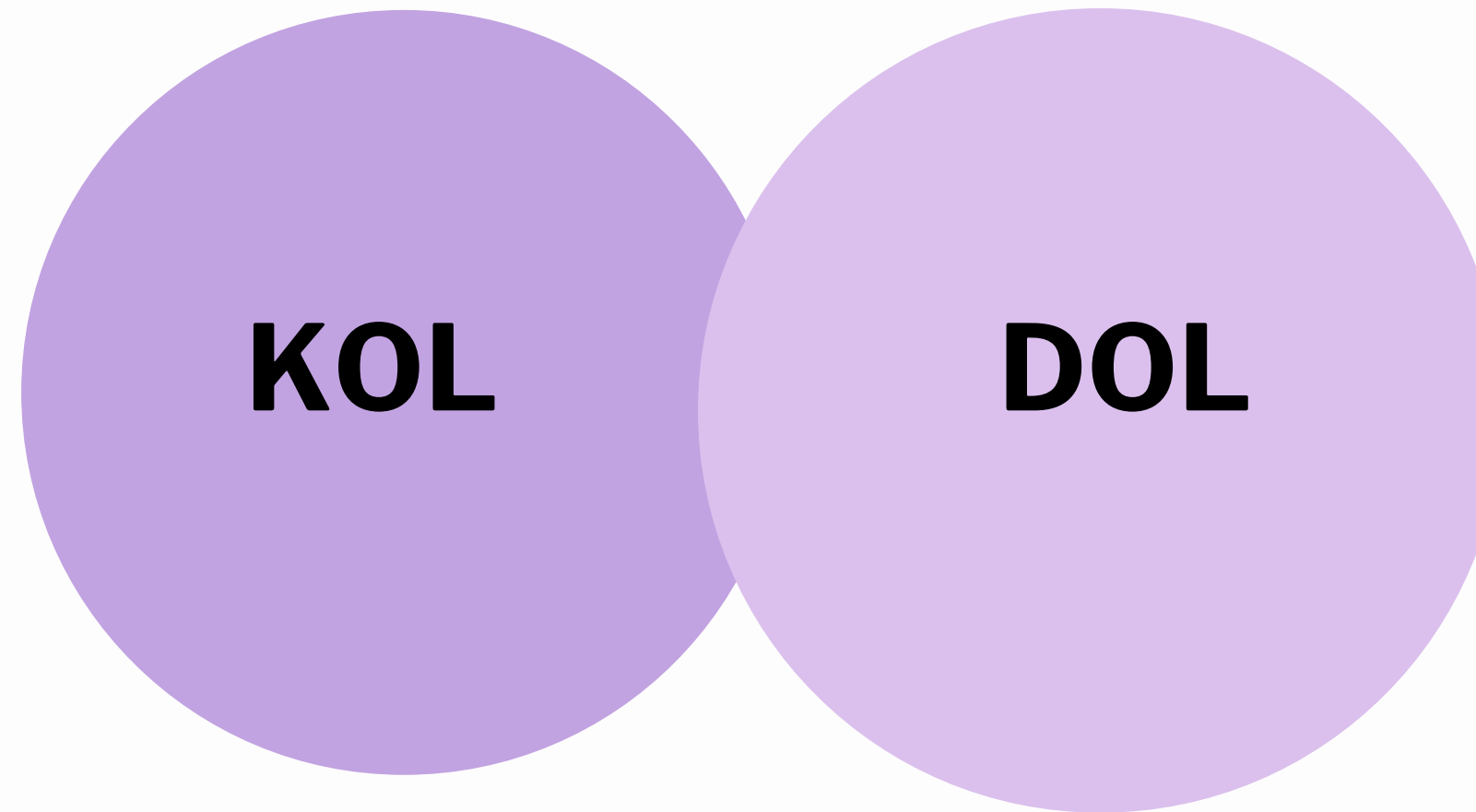
DOL KOL



What have you found to be the differences between DOLs & KOLs?

DOL vs. KOL : What's the Difference & Overlap?

- **Mainly focused on clinical & scientific activities**
- **Academic**
- **Very busy and unavailable**
- **Content less accessible to patients**
- **Long-lead time to sharing content**



- **Real-world**
- **Wants high quality content to share**
- **Very open to collaborating**
- **Content most accessible to patients**
- **Short-lead time to sharing content**

- **Scientific Activity**
 - **PubMed publications**
 - **Clinical trials**
 - **Congress speaking**

- **Digital Activity**
 - **Online channels**
 - **Social media**
 - **Follower engagement**

Adnexi: Solving Digital Opinion Leaders

The Problem



- How do I find DOLs that are posting online when there's so much being shared and so many networks?



- How do I analyze and rank their influence & credibility with my target audience?



- How do I engage them and build a long-term relationship for the benefit of my strategies?

Adnexi: Solving Digital Opinion Leaders

We Start with Engagement in Mind



- HCPs, Patients, PAGs
- All networks
- Full profiles
- Track keywords

- Follower Analysis
- Survey audience
- Influence rank
- Credibility rank
- Annual update

- Create target list
- Outreach DOL
- Advisory boards
- Content sharing

Objectives for Sample Project

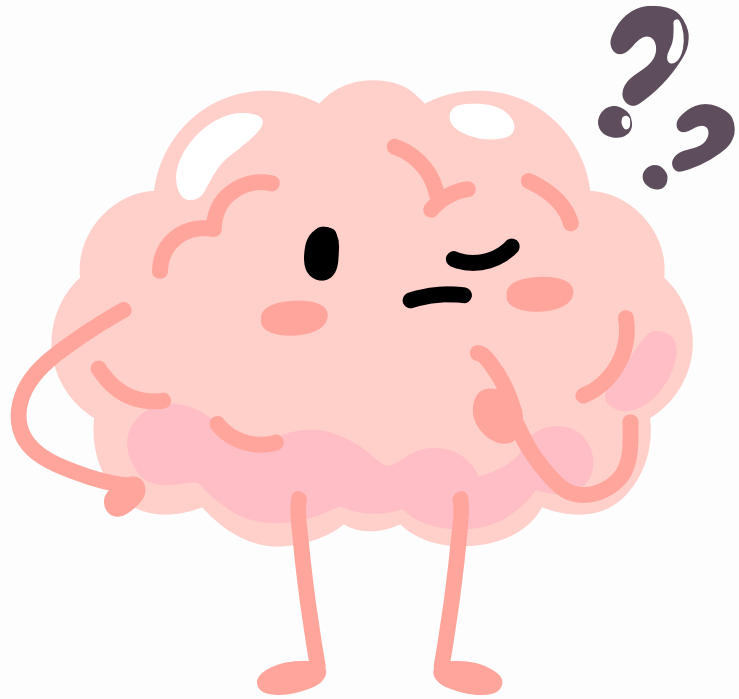
Digital Opinion Leader Profiling, Tracking, Influence Survey & Engagement

Key Components:

- **Part 0: Feasibility for Your Disease (No Charge)**
- **Part 1: Identify & Track Digital Opinion Leaders based on criteria**
- **Part 2: Survey audience for influence & credibility to select top DOLs to Engage**
- **Part 3: Engage DOLs in your strategies**



Adnexi Webinar: Audience Engagement



Which social media platform do you use the most?



DOL Feasibility

Adnexi to perform feasibility & find scope of DOL Activity



Data Sources for DOL Feasibility Report:



Objective:

- Is there meaningful online content being shared by HCPs?
- Is there meaningful online content being shared by Patients & PAGs?
- If yes, we'll proceed to DOL find, track, engage
- If no, we'll work with you on a strategy to encourage DOL formation

Data sources for Full Project:





Find, Profile & Track DOLs

Adnexi to find, profile and track DOLs



Comprehensive, Customized Digital Search Across all platforms

Data sources:



1.YouTube



2.Instagram

3.Threads



4.Facebook



5.X



6.Linkedin

7.TikTok



8.BlueSky

Key features:

- Set criteria for search
- Digital activity in therapeutic area
- Full and complete profiles
- DOL activity updates daily

Deliverables:

- **Platform access for unlimited users**
- **Report with top DOLs with all channel links and contact information**

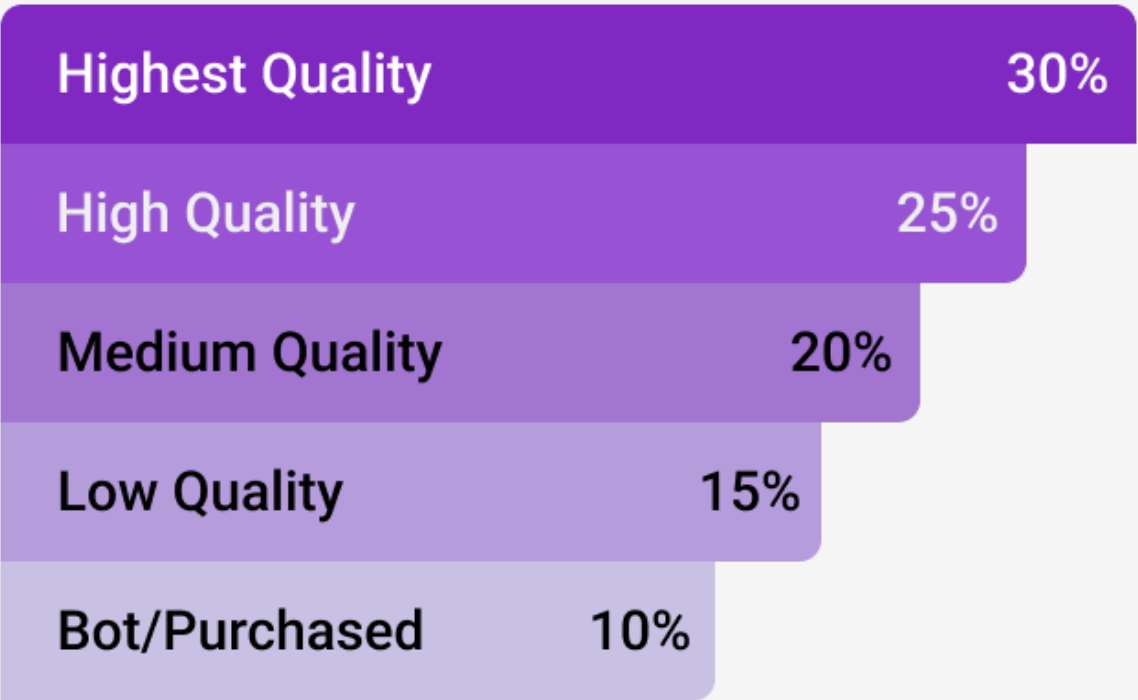


DOL Follower Analysis

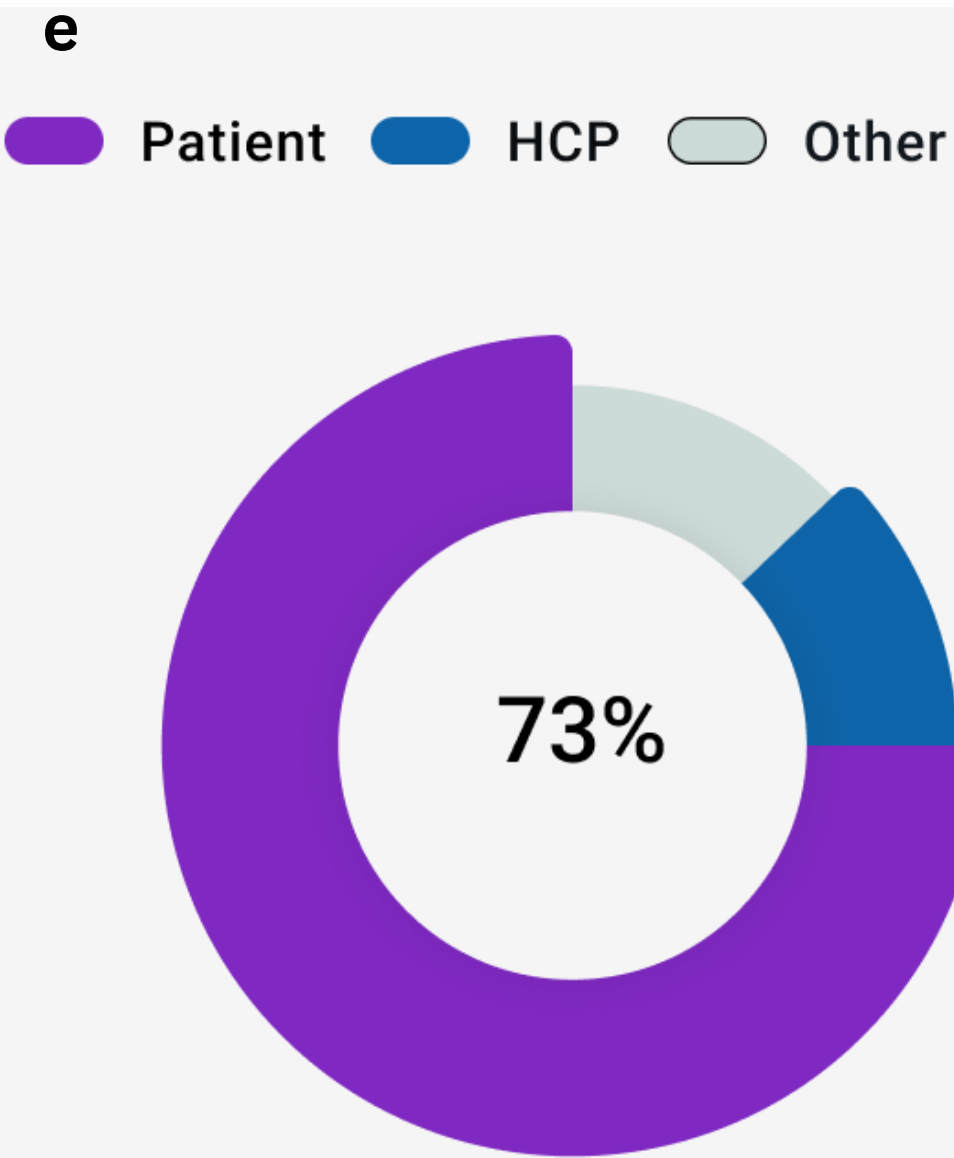
Adnexi's technology assesses follower quality and DOL audience



Quality



Audience



2 DOL Influence & Credibility Survey

Adnexi surveys ranks the most influential & credible DOLs to improve targeting and impact with target audience



Data sources:
 **adnexi**
Influence Survey



3

Engage Selected DOLs

Adnexi shines at the engagement of DOLs to introduce your company, explore potential collaborations and build a long-term relationship



1 - Plan

- Adnexi walks the company through a planning process
 - DOL Expectations
 - DOL Benefits
 - Process

2 - Outreach

- Adnexi completes a general DOL qualification
- Adnexi reviews voice, content & channels
- Adnexi messages DOL
- If interested, Adnexi introduces the company with or without identifying the company name
- Adnexi explores the DOL's interests and capabilities

3 - Discussion

- Adnexi invites the DOL to a forum to meet the company
 - The company shares their values, objectives, product, process

4 - Onboard

- Contract is completed
- Adnexi collaborates with the company to provide educational materials, clinical data and/or market research with the DOL

5 - Collaborate

- Based on company objectives, Adnexi proposes collaborations (content, advisory board, speakers bureaus, etc.)
- Adnexi tracks DOLs activities on the Adnexi platform



Digital Opinion Leader Identification & Influence Mapping for Digital Therapeutic

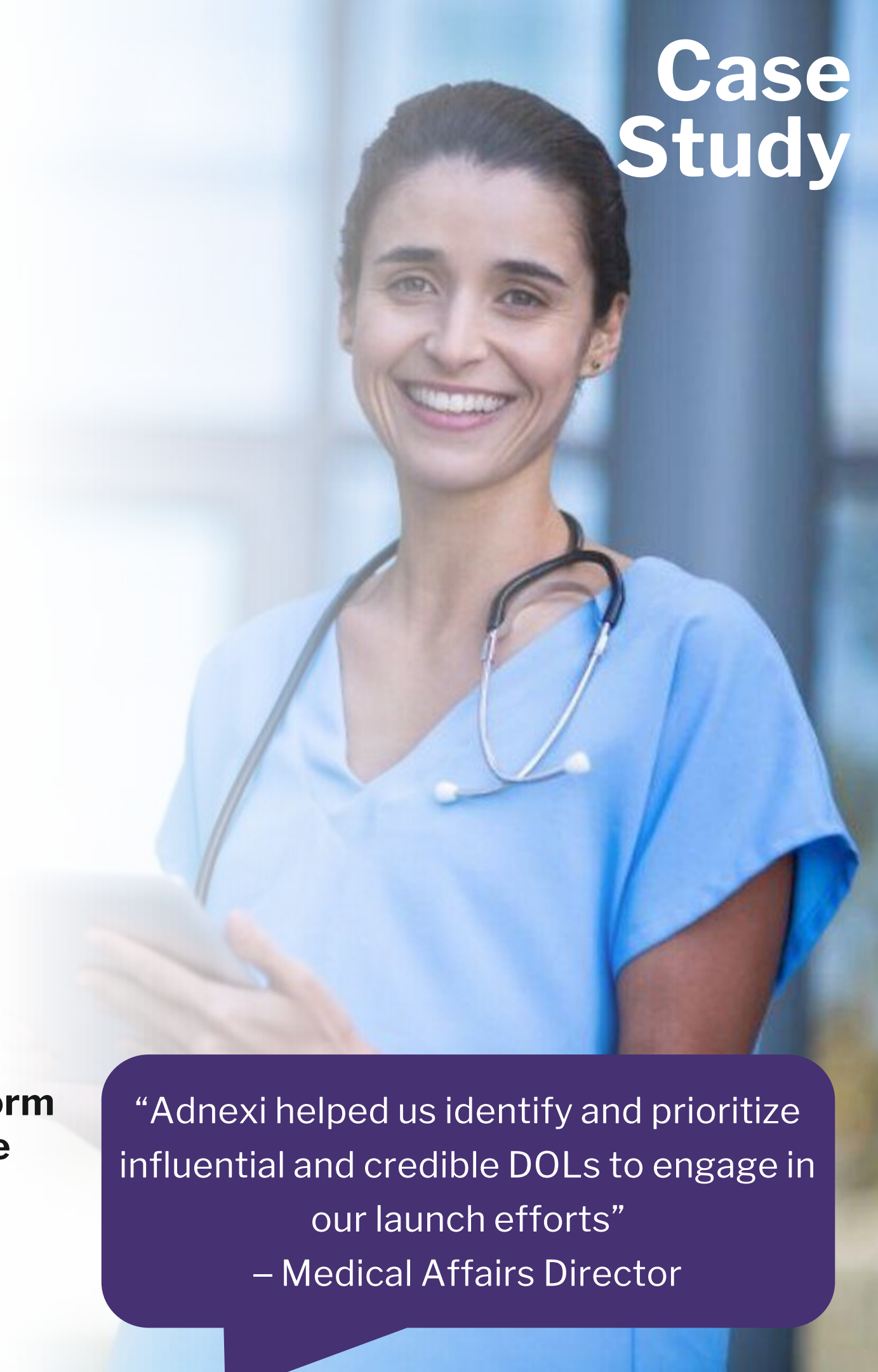
A biopharmaceutical company launching an innovative digital therapeutic needed to identify and engage influential and credible Digital Opinion Leaders for launch strategies

Objectives	<ul style="list-style-type: none">Identify and profile Digital Opinion LeadersMeasure influence and credibilityEngage in disease and product awareness efforts
Methods	<ul style="list-style-type: none">Adnexi identified, profiled and tracked Digital Opinion Leaders posting relevant contentAdnexi Influence Mapping (AIM) methodology to survey psychologists, psychiatrists and primary care doctors to measure influence and credibility of DOLsAdnexi engaged selected DOLs to increase awareness

Results

- 77 Digital Opinion Leaders identified, profiled and tracked on the Adnexi platform
- 160 related healthcare providers surveyed to measure credibility and influence
- 10+ Influential and credible DOLs engaged in launch efforts via direct outreach
- Better awareness of product and digital therapeutics

“Adnexi helped us identify and prioritize influential and credible DOLs to engage in our launch efforts”
– Medical Affairs Director



DOLs: Clinical, Medical & Commercial Impact

1

Clinical

- Trial input
- Trial awareness
- Disease awareness

2

Medical

- Disease message testing
- Disease awareness
- Disease message correction
- Competitive positioning

3

Commercial

- Product message testing
- Disease and product awareness
- Disease and product message correction
- Competitive positioning

Building a long-term relationship with DOLs is your best bet!

Our Clients & Awards:

Leading & Growing Biopharma & Medical Device



Adnexi Awards



**8 That Innovate
2nd Place Winner**



**Success Story with
Daiichi Sankyo**



**Merck Drexel
Advanced Leadership
Program**

Key Takeaways: Digital Opinion Leaders

Tip: Start with Part 0: DOL Feasibility Assessment by Adnexi

When: As soon as you identify that you're working on a project in which you're trying to influence healthcare providers and patients

1

Digital Opinion Leaders make a significant impact on disease and treatment education

2

Finding DOLs requires technology because there are so many networks and millions of data points

3

Measuring the influence and credibility of the DOLs with the target audience is imperative

4

The point of engagement strategies is to develop a long term relationship to support the product lifecycle



THANK YOU

We look forward to partnering with you on these important strategies

Let's meet to discuss your goals, and a complimentary DOL feasibility report in your therapeutic areas

Sandra Shpilberg
sandra@adnexi.com

<https://calendly.com/adnexi>

