

What's included

- Indications: Available for any indication.
- Users: Starts at 40 users.
- Always up to date: Monthly data refresh.
- Enhancements: rolled out ongoing, based on your feedback and CREATION.co innovation roadmap.
- Digital-first data sourcing from >3M online HCP profiles.
- Human-validated HCP profiles.
- Rich digital behaviour data.

DOL search: features

- HCPs in dataset: >30,000 (type 2 diabetes).
- Filter by specialty.
- Filter by country.
- Browse all HCPs.
- Search for specific HCPs.
- Sort HCPs by activity within indication.
- Sort HCPs by peer impact within indication.
- Sort HCPs by treatment interest.
- Sort HCPs by overall reach.

HCP profile: features

Analysis of the HCP's posts about the indication:

- Total number of posts.
- Digital activity timeline including posts, shares and replies.
- HCP sentiment and interest towards treatment and trials.
- HCP sentiment and interest towards manufacturers.
- Which other accounts the HCP mentions.
- Top websites the HCP references.
- The HCP's most-used hashtags.
- Key topics the HCP discusses.
- Which congress events the HCP posts about.
- Which organisations the HCP posts about.
- World map showing HCPs who mention the HCP.
- Link to HCP social media accounts.
- Which other HCPs mention the HCP.
- Which other HCPs amplify the HCP's posts.
- The HCP's most-used terminology on social media.
- The language most used by the HCP on social media.
- Filter the HCP's data to a specific date range.

Customisation

Advanced options include:

- Customised indication datasets.
- Bespoke CRM integration.
- Add KOL metrics.
- Custom user support.
- Premium consulting.
- Advanced user training.

Benefits

- Find DOLs to support any current or future product.
- Low-cost access for small teams or enterprise-wide.
- Current perspectives for each HCP.
- Continuous improvements in functionality.
- Discover unexpected digital influencers.
- Assurance of high quality profiles.
- Understand your HCPs and DOLs based on their actual behaviour.

DOL search: benefits

- Find any HCP who cares about your indication, including those who are not among the world's top DOLs.
- Find the most relevant roles and specialties for your campaign.
- Find the HCPs and DOLs based in the country you are targeting.
- Easily see how one HCP's rank compares to another.
- Get the latest intelligence on a specific HCP prior to a meeting or engagement.
- Find the HCPs who are most active in your indication, within a particular country or specialty.
- Find the HCPs who make the most impact on their HCP peers in your indication, within a particular country or specialty.
- Find the HCPs who are most interested in talking about medicines.
- Find the HCPs who have the greatest overall reach.

HCP profile: benefits

- See which HCPs are the most active and interested in your indication.
- Know when an HCP is likely to be most active.
- Find the DOLs who believe in your treatment or trial.
- Find the DOLs who already love your company.
- Discover the immediate peer community your DOL engages with.
- Know where it might be helpful to collaborate or place content.
- Find hashtags to contribute to or listen to, that your DOLs already engage with.
- Find the DOLs who already care about the topics that are important to you.
- Plan congress tactics with particular HCPs in mind, or choose which HCPs to engage during congress.
- Consider organisations, such as patient advocacy groups, for a DOL initiative.
- Find DOLs who impact other HCPs in particular countries.
- Browse the HCP's current social media profile and activity.
- See which HCPs your DOL engages.
- See which HCPs your DOL influences.
- Learn what else the HCP cares about, and find the words to connect with them.
- Find DOLs who post in the language your customers use.
- Drill down to a particular event and see how the HCP reacted.

What will you do

with DOL Finder from CREATION.co?



Here are just a few discussion starters to inspire your innovation:

1. Decide which HCPs to prioritize for engagement by selecting those with specific concerns that align with your own goals.
2. Find DOLs who care about what you care about and invite them to your next omnichannel advisory board.
3. Target HCPs in the online conversation by identifying hashtags that the most impactful DOLs use in your field.
4. Select publications to sponsor that are being read by your DOLs.
5. Prioritize congress investment by identifying the most important meetings for the HCPs you want to reach.
6. Make your primary market research more meaningful by including HCPs who are either advocates or sceptics about your product.
7. Measure the impact of your congress activity on specific target HCPs by observing how their attitudes change during and after the meeting.
8. Find HCPs who are interested in your clinical trials, so that you can work together to reach more patients.
9. Choose the most influential specialists among their peers to collaborate with on a disease awareness campaign, and allow their endorsement to significantly boost the campaign's reach and impact.
10. Discover which specialists are reaching the HCPs who you want to target, and make sure your content reaches them to maximise the potential reach.

For help with these and hundreds of other customer engagement opportunities, get in touch with CREATION.co.

Book a demo at www.creation.co/dol-finder

