

## INDUSTRY TECH ALERT:

# 5 signs you need insights management technology

Life science companies saw a pandemic-related shift to virtual collaboration. Now, as in-person interaction returns alongside webcasts and asynchronous conversations, teams are dealing with multiple streams of insights.

“...the industry [is] well-positioned to **build on the momentum** and the lessons of what worked well to optimize processes and **fundamentally change** the drug research and development paradigm.” - [DELOITTE](#)

How can life science leaders know the time is right to learn about and implement insights management technology? Here are five signs that your organization might benefit from technology that streamlines the flow of information and improves decision-making.

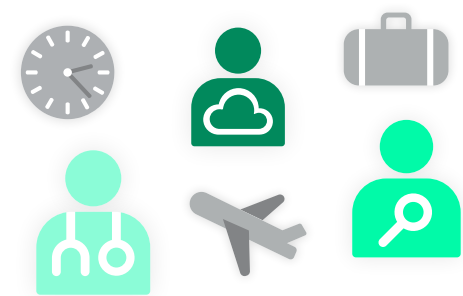


### #1 You're not actively engaging new voices

Insights management technology includes network analytics that can map the strength and volume of connections between experts within a disease community. Teams can use this technology to get a clearer picture of the size and structure of the community, information about key opinion leaders and influencers, and other important context.

### #2 Your insight-gathering strategy doesn't include social listening

Social listening tracks social media platforms for mentions and conversations related to your disease community, then analyzes insights to discover opportunities. The tech allows precise focus on specific topics and automates a time-consuming manual task.

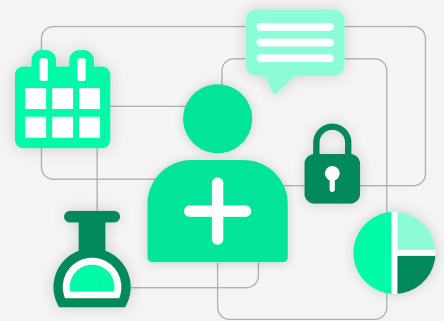


### #3 You're challenged to include global perspectives

We live in a connected world, but travel is time-consuming, expensive, and often uncertain. However, it's important for teams to prioritize diverse perspectives from experts and patients alike. Insights management technology eliminates roadblocks like language differences, busy schedules, and travel logistics to enable more inclusive and productive conversations.

### #4 You don't have a patient-centered engagement strategy

Patients are distinct from HCPs, payers, and researchers, and have different needs around engagement. If your team doesn't have a strategy prioritizing these needs, you're likely less successful than you could be. [Experts suggest](#) that life science companies should use digital and data analytics to engage patients as part of a more patient-centric approach.



### #5 It takes too long to move from insights to action

Time spent pulling information from different systems, manually compiling it, and analyzing it can add months to timelines. Technology can streamline tasks by helping to control how information moves through your organization.

## ABOUT WITHIN3

Within3 invented a better way for life science companies to get deeper insights and make faster decisions across the product development lifecycle. With the power to identify the right experts, effectively engage them, and quickly obtain actionable information, life science teams can close the insight gap and drive projects forward with confidence. Our insights management platform gives stakeholders the freedom to collaborate anytime, anywhere, on any device, plus practical tools to foster meaningful discussions, co-create and edit documentation, and rely on the power of AI to achieve faster and more accurate decision-making. With a dedicated client success team on every implementation, most Within3 projects achieve 100% stakeholder participation. To learn more and request a needs assessment and demo, visit [www.within3.com](http://www.within3.com).