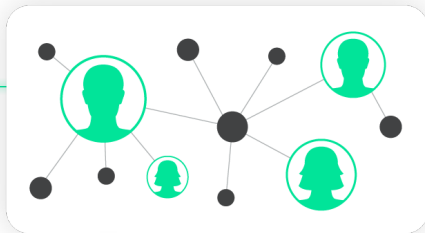


Within3 Insights Management Platform for **Commercial teams**

Product launches are complex and subject to last-minute problems – often by forces beyond your team’s control. Regulatory pressures, challenging sales targets, and unforeseen events can derail critical work years in the making. With success dependent on hundreds of decisions based on insights drawn from experts, patients, peers, payers, online conversations, and other sources, wouldn’t it be better to be more confident in those decisions and have the ability to head off potential issues before they occur?

Within3’s insights management platform turns fragmented activities into a more organized process that unites activities before and at launch.

KEY BENEFITS of WITHIN3 IMP for COMMERCIAL TEAMS




Better understand your market.


Gain a clearer picture of specific therapeutic areas with a pre-filtered disease community landscape. Year-round social listening capabilities provide insight into conversations on digital platforms, so you can keep an eye on market discussions to drive messaging.

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

Conduct rich conversations with diverse, global audiences. Participants get 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, patients, payers, and others across timezones, in their languages, and anonymously – without fear of hierarchy bias, privacy concerns, or non-compliance.

Moderator Dashboard

	Ali Chiu, MD Downloads 1 of 1 Responses 3	1	2
		✓	✓

	Benjamin Wales, MD Downloads 1 of 1 Responses 3	1	2
			✓



Accelerate turning insights into answers.

Improve management and analysis of 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.

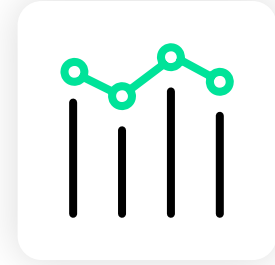
CHOOSE FROM DOZENS of USE CASES or CUSTOM-CONFIGURE



Materials review



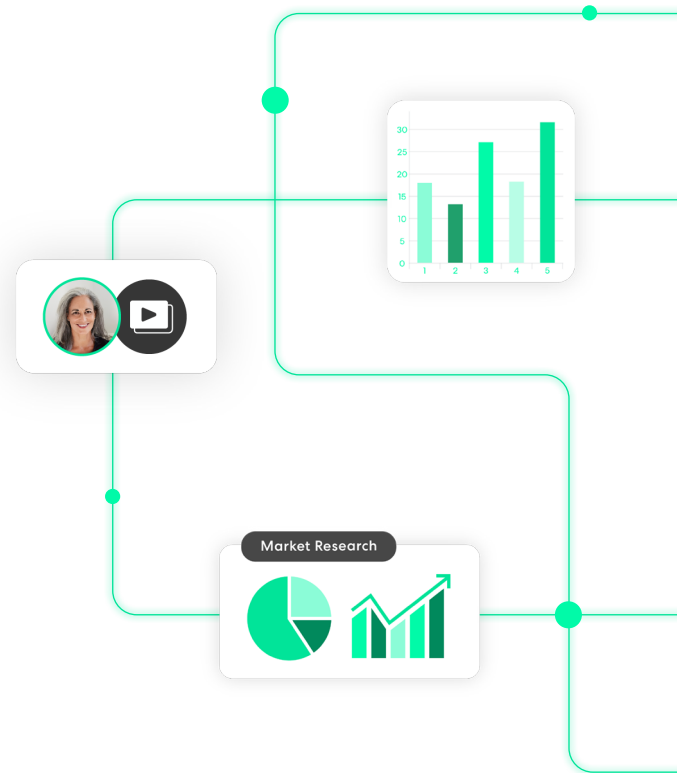
Message testing and market research



Market access and formulary placement

WHY INSIGHTS MANAGEMENT?

- ✓ **Operational excellence.** Teams must modernize now to avoid potential disruptions, add agility, and differentiate from the competition.
- ✓ **A deluge of data.** There are more insight streams than ever before – the amount of data available to life science teams increases daily. You need as much data as possible without losing the ability to get answers quickly.
- ✓ **Tech maturation.** While immature or unproven tech can fail to deliver ROI, Within3's insights management technology is proven and supported by real-world outcomes.



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.