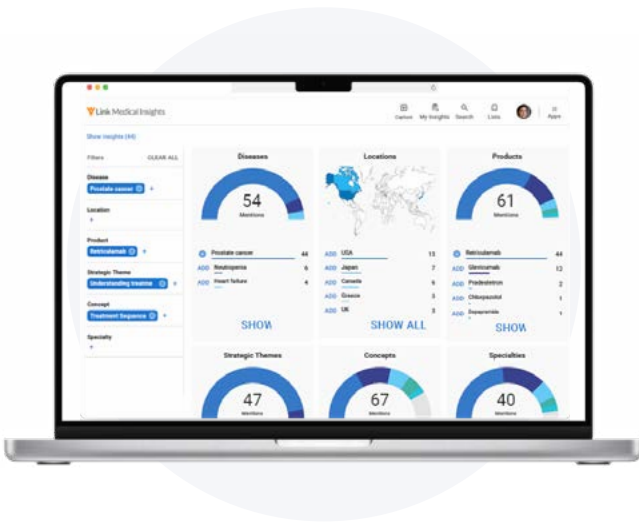


Redefine the medical insights journey



Link Medical Insights accelerates the capture and analysis of insights to improve decision-making across the enterprise.

Insights are the currency of medical affairs. However, the current approach to insights can be slow and fragmented, resulting in missed opportunities and wasted time.

Link Medical Insights streamlines the end-to-end process—from capture to action. Using a combination of AI and human review, insights are accurately tagged and standardized across the organization, giving medical teams a complete and objective view of their healthcare landscape.

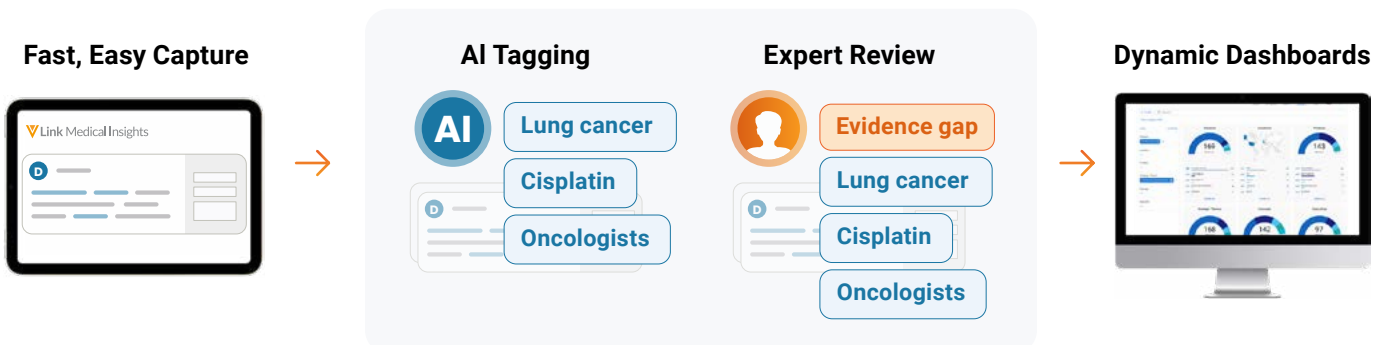
Business Benefits

Earlier insights
Access all insights within just two days, allowing you to quickly identify and respond to emerging trends.

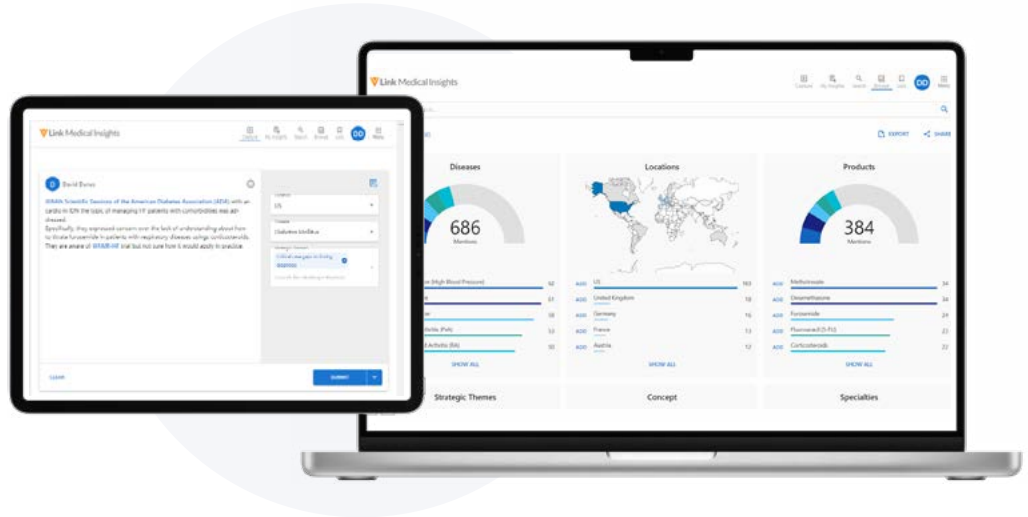
Easier pattern identification
Uncover twice as many insights thanks to standardized tagging and a centralized view across the enterprise.

Increased medical value
Eliminate hours of cumbersome manual analysis, so teams can spend more time on action that drives cross-functional impact.

Accelerated Access to More Insights



Features



✓ Fast, easy insight capture

- 50% faster for field teams than traditional approaches
- Free-text entry via web, mobile, or tablet
- Integrated with Veeva CRM and Vault CRM
- Ability to label KOLs, congresses, trials, and organizations

✓ Next-generation insight tagging

- AI-tagging to enrich free text with proprietary metadata from the Link database
- Comprehensive coverage across domains including diseases, products, and medical affairs concepts
- Combination of AI and expert human review to ensure quality and accuracy of tagging

✓ Connected insights

- Harmonized data for a complete picture across the enterprise
- Data from multiple CRM orgs and non-CRM users centralized in one location
- Visibility to the utilization of submitted insights, closing the loop for MSLs

✓ Simplified insights analysis

- Dynamic dashboard provides an organizational view across diseases, locations, products, strategic themes, concepts, and specialties
- Automated clustering of insights (based on metadata) reduces the need for manual analysis
- Rich filtering across 10 categories for easy segmentation of data
- Identification of patterns and trends using medically relevant concepts

✓ Instant, targeted dissemination

- Custom insight list creation with the ability to add medical themes relevant to the target audience
- Dynamic sharing of individual insights or lists to accelerate action within your organization
- Robust security with only licensed users able to see the insights
- Complete data access via API