IBM Stakeholder Manager

Identify and engage with key stakeholders for your product

Highlight

Stakeholder solutions include:
IBM® Stakeholder Manager:
KOL and market access stakeholder identification and mapping

IBM® Stakeholder Collaborator
Virtual advisory boards

Containing the largest global stakeholder data set available with over 2.5M Key Opinion Leader (KOL) and market access profiles from more than 195 countries, Stakeholder Manager is the premier IBM® Watson Health™ tool designed to help you find and manage key stakeholders.

Profiling data contained in the database provides information on professional backgrounds and scientific involvement with healthcare professionals to help you find the right stakeholders for your business need. Uncovering connections between professionals and gaining clinical and market access insights can be simplified through interactive maps, logically-structured views and advanced analytics designed to help users assess the value of stakeholders based on user-specified criteria.

The Stakeholder Manager platform also allows you to help manage your stakeholder interactions through planning and tracking activities and this information can be made available for your corporate and field-based teams. With worldwide coverage, Stakeholder Manager continues to grow and be updated, allowing your global, regional and local teams access to stakeholder information in order to make important business decisions.
Stakeholder profiles

Stakeholder Manager is launched through a basic deployment of a KOL identification project. Each project includes licensed and permission only access to all Stakeholder Manager functionality.

Each KOL in the system has an individual profile. Tabular navigation provides in-depth and dashboard views of each KOL’s professional experience and background. Profiles are delivered on a project-by-project basis and, combined with ongoing data updates, can grow as client engagement needs may change.

KOL Profiles Include: Organization Profiles Include:

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<thead>
<tr>
<th>Organization Profiles Include</th>
<th>Mission statement</th>
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<td>Address</td>
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<td>Biography</td>
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<td>Publication activity</td>
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<td>Additional data</td>
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Advanced analytics power decision-making

Advanced analytics are powerful features of Stakeholder Manager. Utilizing the vast amount of data available, advanced analytics helps translate data into actionable insights allowing users to make better decisions. The Stakeholder Manager platform provides access to a variety of analytic tools that allow users to assess elements of a KOL’s background as well as user created content, such as KOL interactions, performance against established engagement plans, etc. Analytic tools include:

- **Network maps**: Filters can create global, regional and local network maps, helping users to understand connections between KOLs, how they collaborate and which networks are best employed for various engagement strategies. The strength of relationships within networks is attributed based on various connection criteria.

- **Segmentation capabilities**: By applying weights to various profile elements such as clinical trial experience or professional publications, users can segment KOLs into tiers to help select those who best meet their business needs. The user defines the criteria and KOLs are scored. A multi-quadrant view to help illustrate how a KOL ranks compared to the business objective and what tier s/he falls into.

- **Competitive intelligence reporting**: Using an algorithm-based approach, Stakeholder Manager can highlight KOLs involved in competitive activities such as grants and sponsored speaking events.

Implementation

The Stakeholder Manager platform can be deployed to meet your current and future requirements. The system can be configured and can allow for complex permission-only access and alert set-up of each user role.

- **System security**: The platform can be configured to your internal security needs and can be accessed through a login page. Redundant system back-ups are included.

- **Integration**: A single sign-on and one- and two-way batch integrations are available for most internal client systems to help ensure that all of your information is available in one place.

- **Engagement planning**: Build and implement custom engagement plans and interaction templates that can allow internal users to create and report against strategic and tactical goals.

- **Mobile access**: Online and offline access provides flexibility to on-the-run users ensuring that critical KOL data can be available to them as needed.

Summary

The Stakeholder Manager platform can be launched to service a corporate-wide or project-specific need. As internal demand or needs change, the platform can grow to implement or configure various elements of the system to meet different business needs. As the number of KOL identification projects increases within the platform, so does the actionable data available to users to assist in the achievement of their commercialization goals.
For more information
For more information or for a demonstration of Stakeholder Manager, please contact your Business Director or email us at scienlif@us.ibm.com.

About IBM Watson Health
Each day, professionals throughout the health ecosystem make powerful progress toward a healthier future. At IBM Watson Health, we help them remove obstacles, optimize efforts and reveal new insights to support the people they serve. Working across the landscape, from payers and providers to governments and life sciences, we bring together deep health expertise; proven innovation; and the power of artificial intelligence to enable our customers to uncover, connect and act — as they work to solve health challenges for people everywhere.

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