

## WHAT IS IT?

Field force representatives utilize the KOLCast solution to engage HCPs with KOL videos. The HCP receives an email with curated content from their representative and is directed to a dynamic landing page where they can engage with the content they find most relevant. They can view the speaker's bio, explore other videos, download resources, request samples, and link to the brand website.

## WHEN TO USE

- 87% of HCPs want only virtual or a mix of virtual and live meetings with reps

## REASONS TO BELIEVE

- 50% of HCPs consider videos to be among the most useful resources available when learning about treatment options for their patients
- 83% of HCPs said they are more likely to prescribe a new drug if it is endorsed by a KOL
- 1- to 3-minute extemporaneous videos with graphics and animation that allow for fast learning of key information
- The platform tracks and reports when an HCP has viewed a video or opened a document
- Can be deployed within Veeva/IQVIA brand CRM or as third-party curated content

## METRICS AND PROOF POINTS

### Program averages

- **>38%** viewing rate

## HOW IS IT DELIVERED?

Reps can quickly and easily customize and deploy email from their CRM with curated content.

## Non-Personal Drivers

- Email

