

An end-to-end expert management solution

Identify, engage, and collaborate with more than 15 million experts globally from a fully customizable CRM platform.

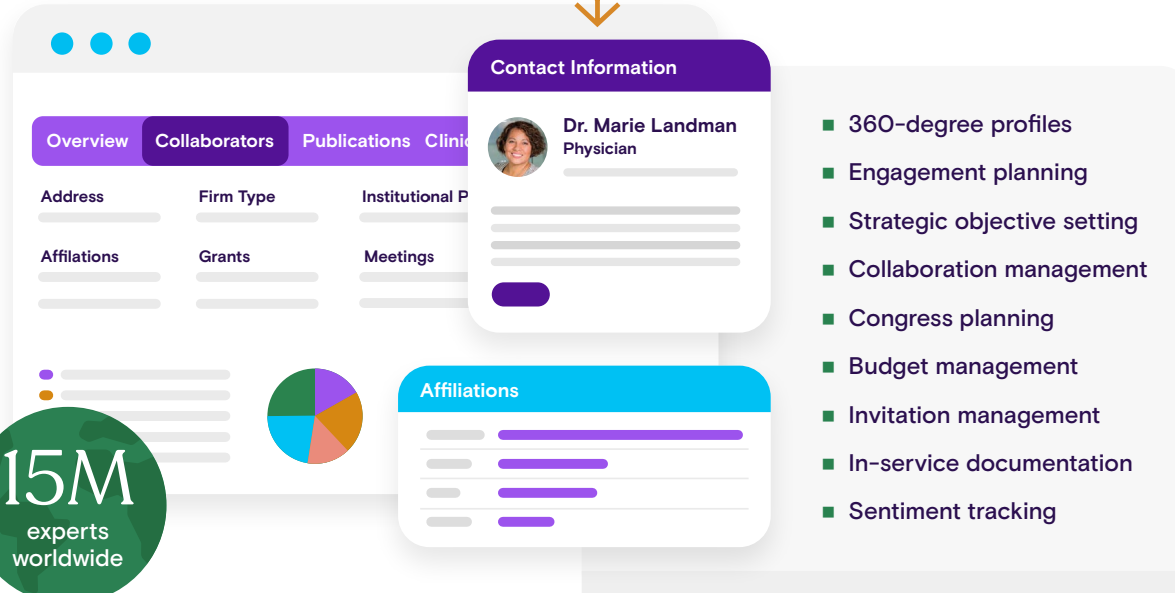
Monocl ExpertInsight superfly^o

Transform your expert engagement strategy with Monocl ExpertInsight X Superfly, an integrated solution from Definitive Healthcare and VML Health, that empowers you to identify, engage, and collaborate with the world's leading experts.

This fully customizable expert relationship management platform combines the unmatched capabilities of two industry leaders, offering you the data, analytics, and relationship management tools you need to gain a critical advantage in the competitive life sciences landscape.

Harnessing the power of artificial intelligence and machine learning, Monocl ExpertInsight x Superfly empowers you to:

- Identify and segment key experts based on specific engagement goals
- Develop and manage the entire KOL engagement lifecycle
- Track expert profiles with a powerful overview of information that updates in real time
- Combine experts' social media and online news activity to track a KOL's digital footprint



- 360-degree profiles
- Engagement planning
- Strategic objective setting
- Collaboration management
- Congress planning
- Budget management
- Invitation management
- In-service documentation
- Sentiment tracking

MONOCL EXPERTINSIGHT X SUPERFLY DELIVERS RAPID RESULTS WITH POWERFUL FEATURES LIKE:

- **Monocl ExpertInsight database:** Access a vast database of over 15 million experts, segmented by therapeutic areas, specialties, and geographic regions.
- **Automated profile updates:** Stay up to date with weekly expert profile updates guided by a dedicated research team, providing the most relevant information for optimal engagement strategies.
- **Projects and transfer:** Assign experts to projects and seamlessly add them to engagement plans, creating a robust KOL ecosystem.
- **Live profiles:** Monitor real-time expert data, including research updates and conference presentations, for a 360-degree view of their expertise and industry activity.

Request a demo today

Request a demo today to learn more about how Monocl ExpertInsight x Superfly can help you transform your expert engagement strategies.

Alex Greenzweig
alex.greenzweig@definitivehc.com

Oliver Bayliss
oliver.bayliss@vml.com

ABOUT OUR PARTNERSHIP

For more than 15 years, **VML Health** has been at the forefront of connecting life science businesses with key stakeholders, offering data, research, and software solutions to streamline all stages of the HCP engagement cycle. **Definitive Healthcare** has led the transformation of data, analytics, and expertise into healthcare intelligence for over a decade. Through collaboration on this solution, VML Health and Definitive Healthcare help customers deepen competitive intelligence, improve expert targeting and engagement, and discover new opportunities for success in medical affairs.

definitivehc.com

superflycrm.com

