

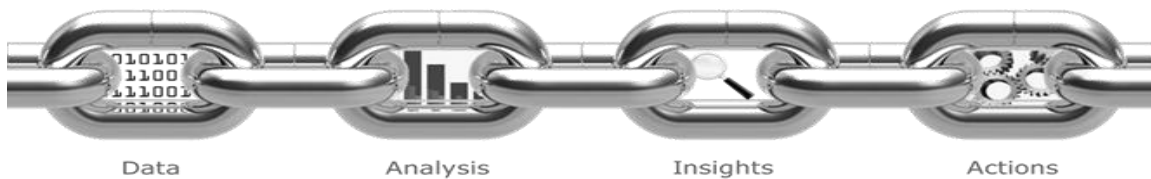
Allturna's *HCP Insights* Powered by PropensityHub™ Advanced Analytics

"In order to get where you want to go, you need to be certain of where you are."

For nearly ten years, Allturna has been helping healthcare brands optimize multi-channel engagement and investments when targeting healthcare providers (HCPs). The foundation of this success is Allturna's *PropensityHub* platform and intelligence around HCP attitudes and behaviors towards marketing messages and channels. Often life sciences brands invest significant resources in determining the HCP targets for sales and marketing efforts, but then employ a one size fits all approach to messaging these target HCPs. Allturna's *HCP Insights* offers brands the ability to unlock intelligence around the attitudes and behaviors of target HCPs relative to different marketing messages and different marketing channels; providing an understanding of how to best inform HCPs in a manner that will help change recommendation or prescribing behavior.

Using a client supplied HCP target list, the *HCP Insights* suite of reports provides the foundation for marketers to understand the current makeup of their targets relative to Allturna's Propensity Scores and identifies key messaging opportunities within the target list and across the entire HCP landscape. This one-time analysis is **complementary** and helps to highlight the opportunities for targeting and tailoring sales and marketing tactics and messages.

The HCP Insight Journey...



Turning Insights Into Action

As a company focused on turning insights into actions, Allturna's *PropensityHub* can be licensed to provide ongoing intelligence around target HCPs; identifying message preferences, channel preferences, and can be configured to provide next best action recommendations based on our data set and algorithm. This intelligence is provided at the HCP level and is refreshed weekly based on the latest in-market behavior of your target HCPs.

Start your journey towards analytically driven sales and marketing

Let Allturna help you visualize your target HCPs in a whole new light. Our complimentary insights regarding your target HCPs include online reporting so you can interact with the data and socialize the opportunities with others in your organization.

Contact Us Today to Discuss HCP Insights
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