

The background features a light gray gradient with decorative elements. On the left and right sides, there are complex network graphs consisting of numerous small circles (nodes) connected by thin lines. In the bottom right corner, there is a stylized bar chart with several vertical bars of varying heights.

Quid[®]

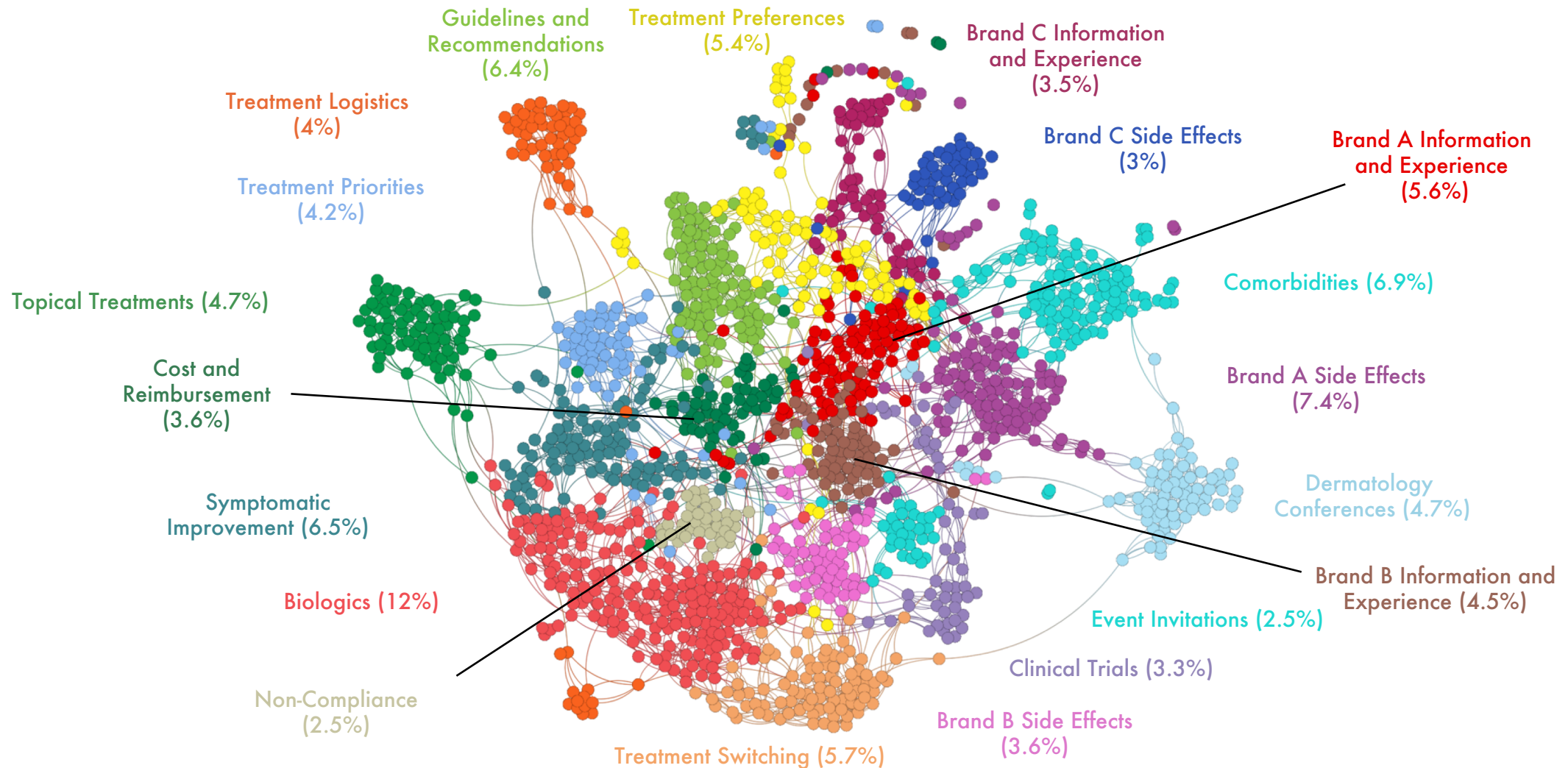
CRM / FF Analytics:
Physician Conversations with Sales Reps

Illustrative Example Based on an Actual Analysis

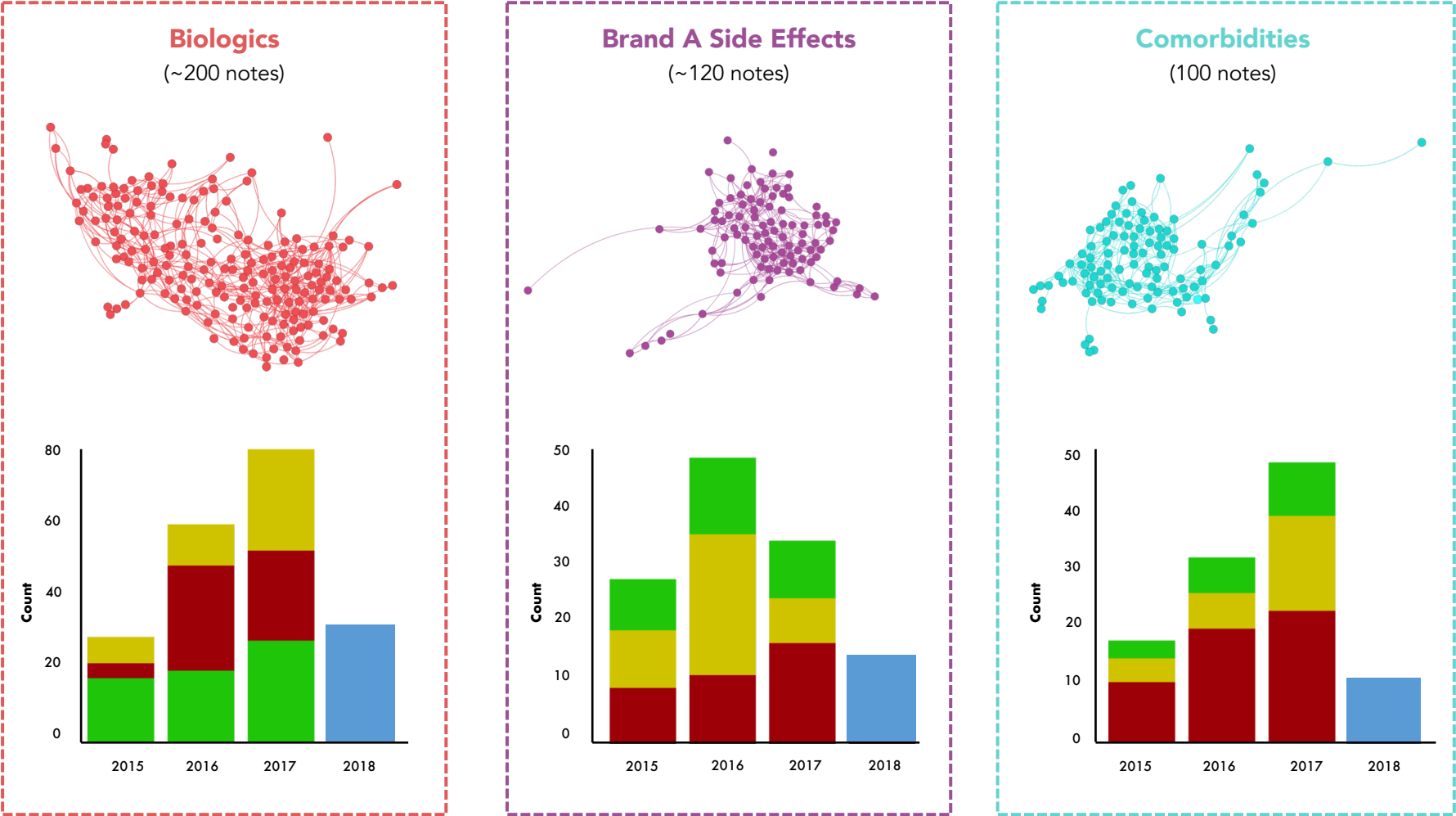
A top 10 global pharmaceutical company wanted to understand **the evolution of conversations about Brand A for a chronic skin condition** between the sales force team and dermatologists

They used Quid to **analyze 1,600 Sales Rep notes**, detailing their calls with dermatologists, that were entered into the CRM system since 2015

There are 20 distinct themes in the Sales Rep notes for this chronic skin condition from 2015 through 2018; Conversation about the impact of biologics is the largest topic.



Conversation around biologics has increased since 2015 as sales rep probe dermatologists on their thoughts about introducing earlier in treatment; the dermatologist response has been mixed



Brand C is fostering excitement amongst dermatologists, largely due to the novelty; unfortunately, doctors are also raising concerns about side effects they've seen with Brand A

Most **Positive** Topics¹

(Q3 2015 to Q2 2018)

1. Brand C Information and Experience

Driving Positive Emotion: Excitement



Dermatologists are excited about the potential of this new drug; they hope that it will fulfill current unmet needs amongst their patients

2. Symptomatic Improvement

Driving Positive Emotion: Satisfaction



Many physicians report that their patients are experiencing dramatic improvements, especially in QoL, after using Brand A

3. Clinical Trials

Driving Positive Emotion: Optimistic Curiosity



When discussing the clinical trials to expand Brand A's indication, dermatologists look forward to seeing the results

Most **Negative** Topics¹

(Q3 2015 to Q2 2018)

1. Brand B Side Effects

Driving Negative Emotion: Anxious



Some dermatologists refuse to prescribe Brand B due to a few incidences of severe side effects

2. Non-Compliance

Driving Negative Emotion: Frustration



Dermatologists express frustration over patients who do not take Brand A as they should because they do not like the injection or do not remember to administer the injection

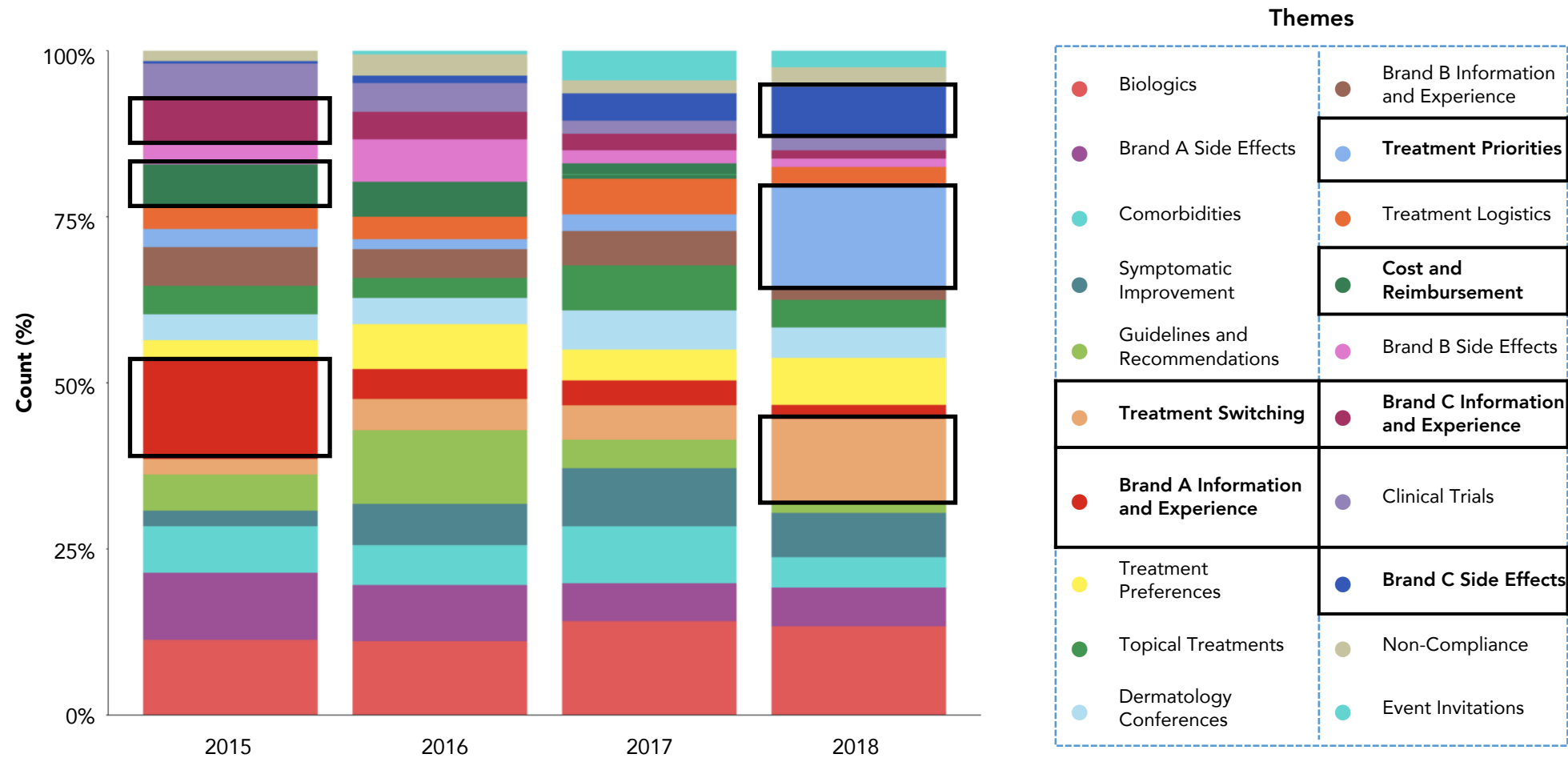
3. Brand A Side Effects

Driving Negative Emotion: Disappointment

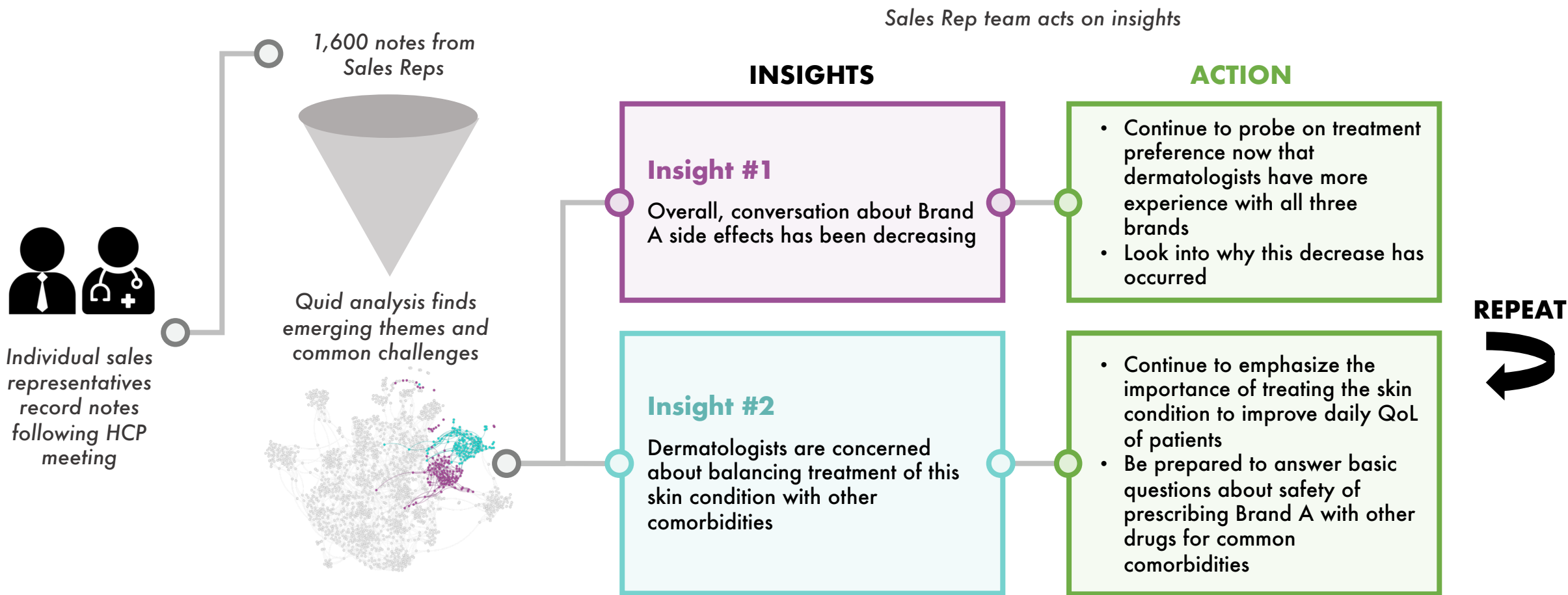


Dermatologists are disappointed that their patients are experiencing side effects that disrupt their daily lives

Since new competitors entered the market in 2016, conversations are increasingly focused on understanding priorities when choosing treatments as well as the rationale behind treatment switching



The ongoing purpose of this analysis is to provide real time feedback to the sales force team based on trends in their conversations with dermatologists



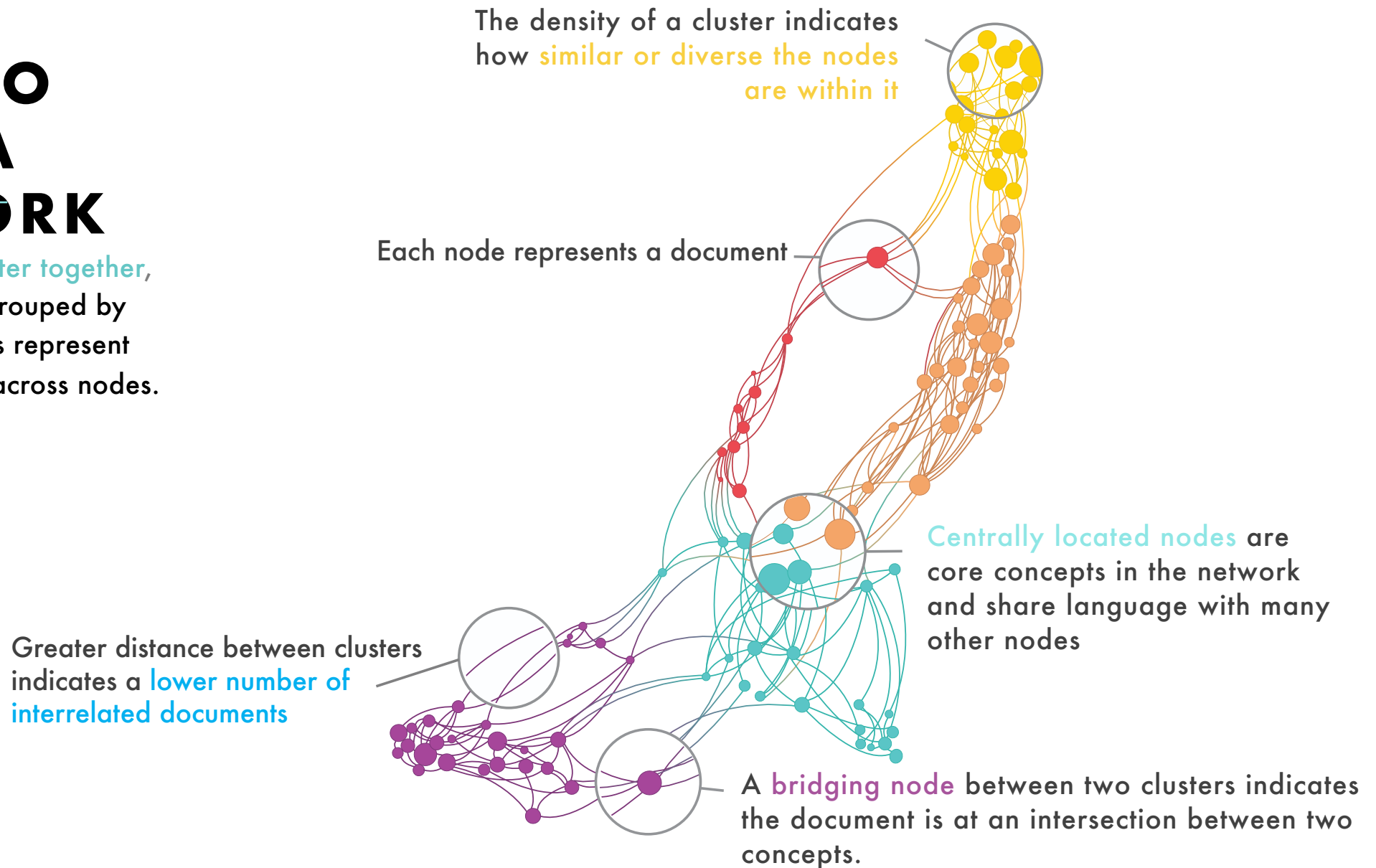


APPENDIX



HOW TO READ A NETWORK

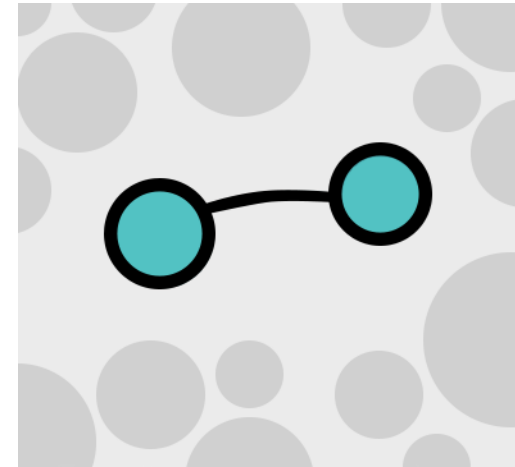
Similar nodes **cluster together**, and clusters are grouped by color. Connections represent similar language across nodes.



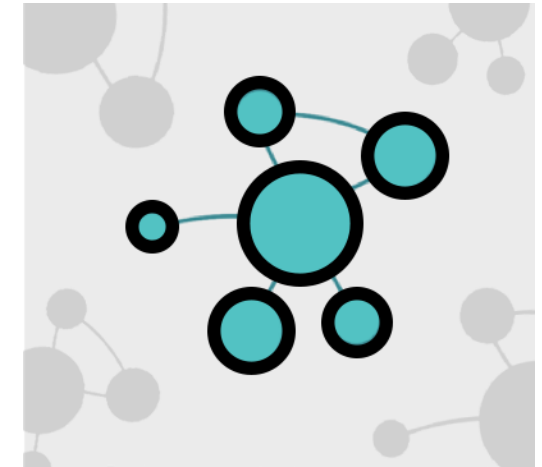
TEXT ANALYTICS BACKGROUND



Quid reads any text to identify key words, phrases, people, companies and institutions.



Then Quid compares words from each document to create links between them based on similar language.



Quid repeats the process at immense scale, producing a network that shows how similar all the documents are to one another.