

# Tips and Tricks

-from the Agnitio Agency support team



## How to Close the Loop – Introduction

How do we assure the correct data analytics?

Creation of a digital CLM presentation is the result of a structured and close collaboration between your creative team and your client – supported by our software tools distributing the digital content and collecting the important data.

**If we take an isolated look at assuring collection of the correct data analytics:**

- the **pharma client** team is responsible for expressing and quantifying the need for analytics
- You, as the **creative agency** team, are first of all responsible for creating the concept of the brand presentation - but are equally responsible for coding the content, following our Content API, to collect the data in alignment with what is agreed between you and your pharma client
- **we** are responsible for our software of course, that it is stable, always available, and supporting your creative ideas. We offer you and the pharma client the option of testing the data collection in real-time and in identical environments and by that assuring the data is collected as planned and in the right format

**We have created a short guide with four topics relevant for the process:**

**Step 1 - Be sure to align expectations**

**Step 2 - How to ensure you deliver what is expected**

**Step 3 - Test before delivery to ensure the right data and the right format**

**Step 4 - Document your work to assure compliance**

Here below you will find detailed information for each step.

If you have any questions feel free to contact us for further guidance at [agency\\_support@agnitio.com](mailto:agency_support@agnitio.com) - we will be happy to assist you.

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## How to Close the Loop – Step 1/4

**Before coding the content make sure to align expectations with your client!**

Agree with your client what is expected during the creative process by including the required monitoring needs in your story board - and make sure your client understands what will be delivered to them in the form of data analytics. You can use this guidance as inspiration:

### 1. Define what KPIs are important to your client and their targets

#### *Example*

KPI: The physician awareness of product X's efficacy data

Target: 50% of all call time should be spent on the slides with efficacy data

### 2. Ensure the outcome of the analytics is understandable and easy to interpret

#### *Example*

When you code the presentation according to the Agnitio content API, our software captures all time stamps such as when you enter a slide or when you exit a slide. Remember to name slide IDs with a label related to efficacy data. If you have five chapters you could name them Introduction, MoA, Efficacy, QoL and Summary – and by that be able to distinguish between the different topics

### 3. Assess the performance measurements against the defined targets - and make sure appropriate actions can be taken in order to improve performance

#### *Example*

Once the sales reps have been using the presentation, we can see how much time is spent on the different chapters: Introduction, MoA, Efficacy, QoL and Summary

If the sales reps spent less than 50% on the Efficacy chapter, we need to take the appropriate action:

- It could be to revise the content in the efficacy chapter and make it more compelling and interactive in order to keep the doctors attention longer to the data about efficacy
- It could be that the introduction slide should be changed in order to reduce time spent on that topic
- It could be an option to repeat a training session for the sales reps to assure they know exactly how the slide regarding efficacy should be used and by that prolong the time spent on the chapter

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## How to Close the Loop – Step 2/4

**During the coding process make sure you deliver what is expected!**

Be sure that the HTML5 developers on the team know how to use the Agnitio Content API by participating in a developer training session to prepare them for the work.

API is available on our wiki here:

[http://wiki.agnitio.com/index.php/Agnitio\\_Content\\_API\\_\(iPad\)](http://wiki.agnitio.com/index.php/Agnitio_Content_API_(iPad))

Ensure that:

- 1) the correct data is collected,
- 2) the data is labeled correctly, and
- 3) the data is sent in the right format to the Agnitio servers

–and of course, ensure the data capture is aligned with what is agreed with your client and documented in the story board

When using the Agnitio guidance in the API, some of the data is collected automatically through the iPlanner application and some you will have to code specifically for the individual presentation (custom analytics).

Overview of data types:

### Basic analytics

Call duration  
 Presentation duration  
 # of calls  
 # of presentations  
 Viewed pages  
 Viewed subchapters  
 Viewed chapters  
 Time on each page  
 Time on each sub-chapter  
 Time spent on each chapter  
 Call hour  
 Viewed documents

### Custom analytics

Perception of drug  
 Perception of treatment options  
 Perception of illness  
 Patient profiling  
 Ranking of adverse events  
 Efficacy sub analysis  
 Disease awareness  
 Number of relevant patients  
 Treatment duration  
 ...etc  
 (not exhaustive)

### Dimensions

Meeting ID  
 Presentation ID  
 Company  
 Date  
 Country  
 Region/Brick  
 Contact name  
 Contact specialty  
 Contact gender  
 Product  
 Therapy area  
 Sales rep name  
 ...etc  
 (not exhaustive)

### Periods

Hour  
 Day  
 Week  
 Month  
 Quarter  
 Year  
 YTD  
 MAT  
 Cycle

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## How to Close the Loop – Step 3/4

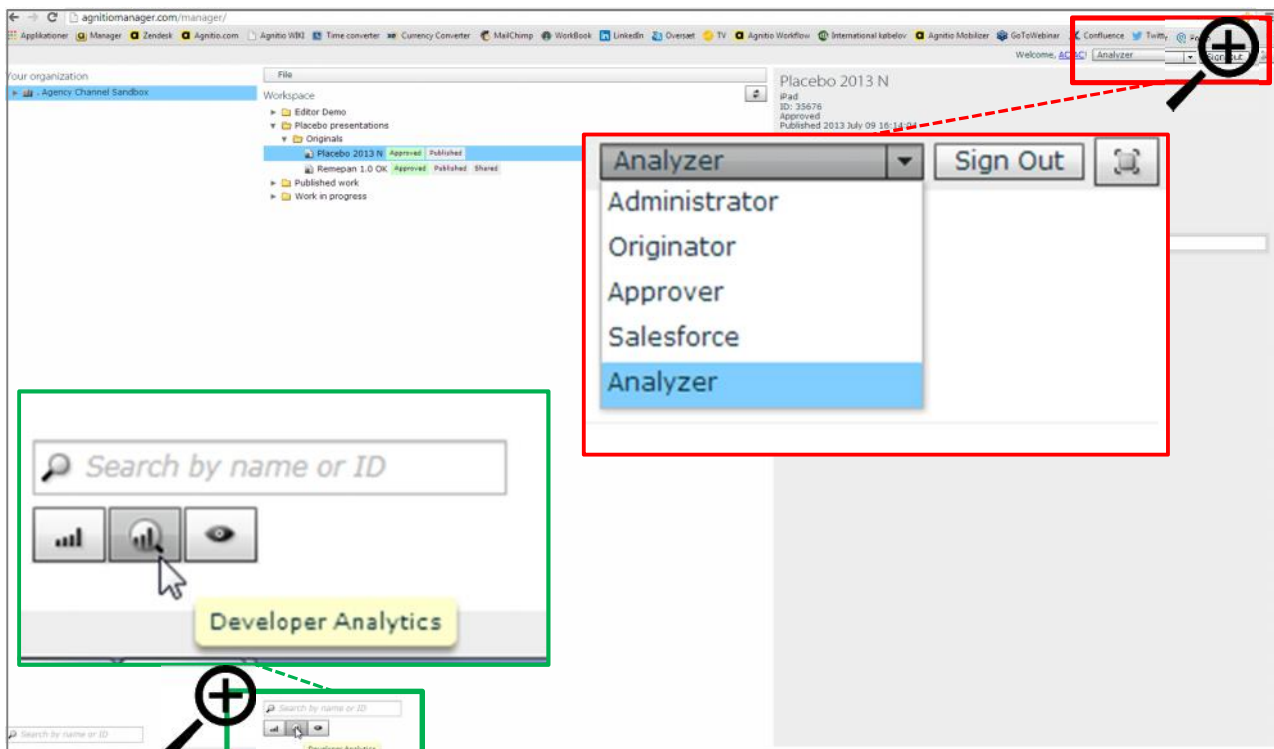
During the coding process make sure you test the data before delivery!

Remember to test not only the visual presentation of your content – assets in the right place, correct styles applied, animations behave as intended – but also test the analytics in your work process as a natural task before delivering the presentation to your client.

Include testing before delivery by

- 1) publishing your work to your own iPlanner on the iPad,
- 2) perform some test calls,
- 3) make sure to upload the data to the Agnitio server, and
- 4) check the uploaded data by selecting the developer analytics module after logging in to the Agnitio Manager using your Analyzer role

Manager view:



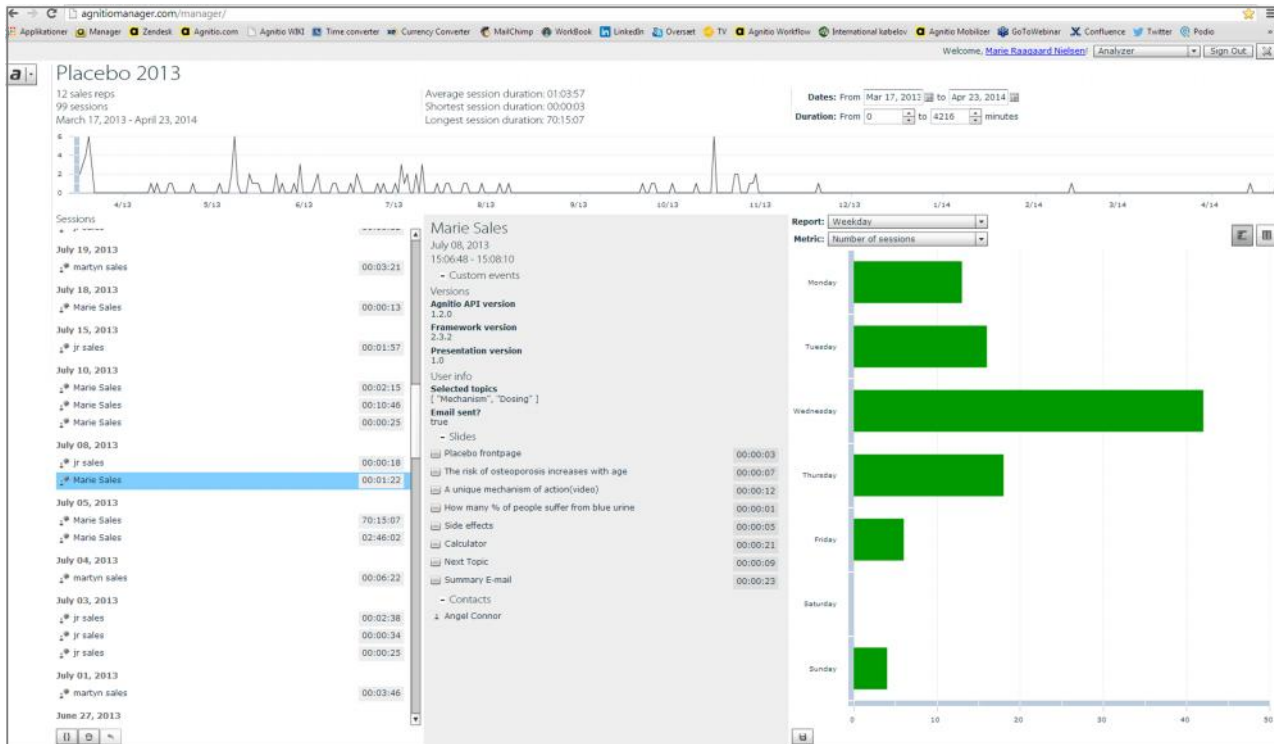
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Developer Analytics gives you access to the data captured during the test calls, which will give you instant overview of the usage and performance of a given presentation.

Developer analytics view:



Create a documentation including a list of tagged elements and the expected outcome to document the analytics - and share it with your client for approval

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## How to Close the Loop – Step 4/4

During the coding process make sure to document the delivery!

Incorporate guidance and manuscripts in your deliveries to the sales reps to assure consistency in what you planned and what is actually happening when the sales rep is using the iPad presentation

Example 1 (Placebo is a fictive product and only used for illustrative purposes):



The screenshot shows a presentation slide with a blue navigation bar at the top containing the following tabs: Pain is complex, Molecule, Mechanism, Efficacy, Tolerability, and Quality of life. The main content area is titled "Placebo® – a unique mechanism of action<sup>2,3</sup>" and includes a sub-heading "Placebo® - a unique mechanism of action in a single molecule".

The central part of the slide features a video player with a red border around the play/pause/stop buttons. The video content includes:

- A 3D illustration of red blood cells and a white cell.
- Text: "PLACEBO® - A unique MDA that specifically targets specific molecules".
- Text: "Placebo® works just as good in the snow as in the desert".
- Text: "Studies shown that it won't clench your thirst as well as tap water, when stuck in desert".
- Text: "Pain reduction with Placebo® isn't painful".
- A graph showing "CD4+T cell" and "CD8+T cell" levels, with "Naive T cell" highlighted.
- An MRI brain scan labeled "MRI lesions".
- Text: "PLACEBO® Reversible Infection".

At the bottom of the slide, there is a "Ref." icon and the Agnitio logo on the left, and the PLACEBO® logo on the right.

This slide is showing a MoA video – play/pause/stop button is tagged

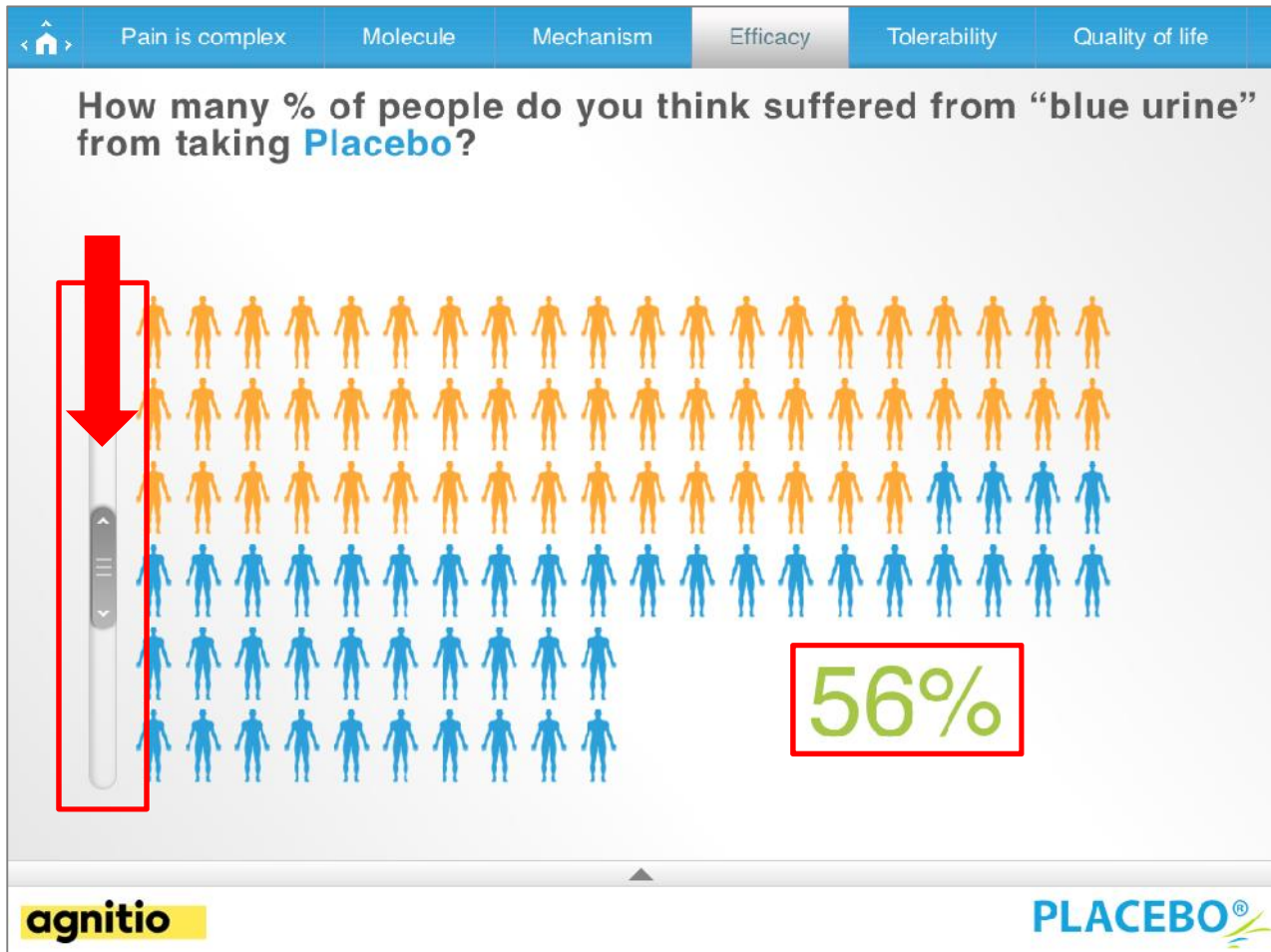
Analytics will show how many times the animation has been played (counting the number of clicks on 'Play' button) and how much time is spent before stop button is activated.

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Example 2 (Placebo is a fictive product and only used for illustrative purposes):



The above slide includes a slider feature indicating a percentage – the slider end position is tagged and will indicate numbers ranging from 0-100%

The analytics will show the percentage, which indicates the doctor’s perception of how many patients he thinks suffer from the adverse event called ‘blue urine’ when using the product Placebo.

Once you have shared the content with your client, it is recommended to ask them to perform test calls in their own Agnitio environment and by that confirm that data analytics are collected according to the agreed specifications

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