

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 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 - 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.

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 Engager application and some you will have to code specifically for the individual presentation (custom analytics).

Overview of data types:

Basic analytics	Custom analytics	Dimensions	Periods
Call duration	Perception of drug	Meeting ID	Hour
Presentation duration	Perception of treatment options	Presentation ID	Day
# of calls	Perception of illness	Company	Week
# of presentations	Patient profiling	Date	Month
Viewed pages	Ranking of adverse events	Country	Quarter
Viewed subchapters	Efficacy sub analysis	Region/Brick	Year
Viewed chapters	Disease awareness	Contact name	YTD
Time on each page	Number of relevant patients	Contact specialty	MAT
Time on each sub-chapter	Treatment duration	Contact gender	Cycle
Time spent on each chapter	...etc	Product	
Call hour	(not exhaustive)	Therapy area	
Viewed documents		Sales rep name	
		...etc	
		(not exhaustive)	

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How to Close the Loop – Step 3/4

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

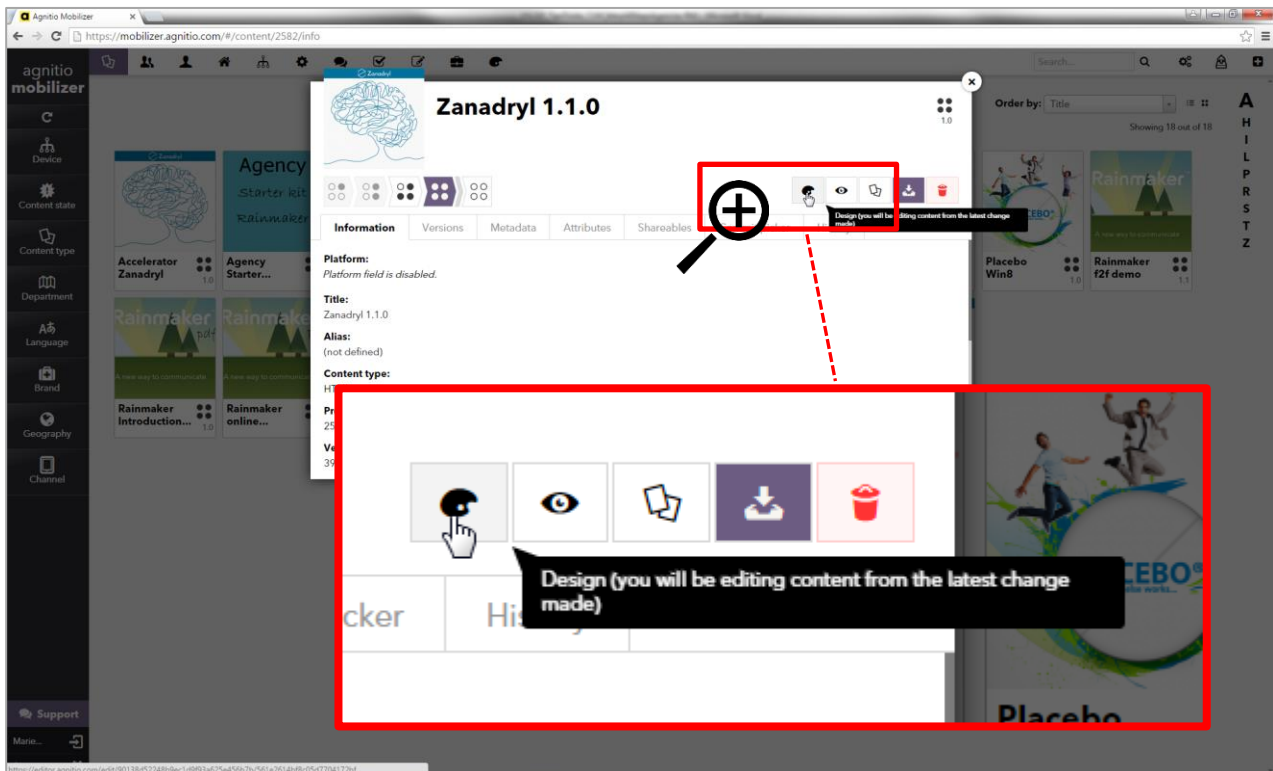
Remember to test not only the visual presentation of your content – assets in the right place, correct styles applied, animations behave as intended – but also test the analytics in your work process as a natural task before delivering the presentation to your client.

Include testing before delivery by

- a) check in the Mobilizer editor for data collection – and
- b) in the call history on your front end device by:

- 1) broadcasting your work to your own Engager on the iPad/Windows device,
- 2) perform some test calls,
- 3) make sure to upload the data to the Agnitio server, and
- 4) check the data in the call history

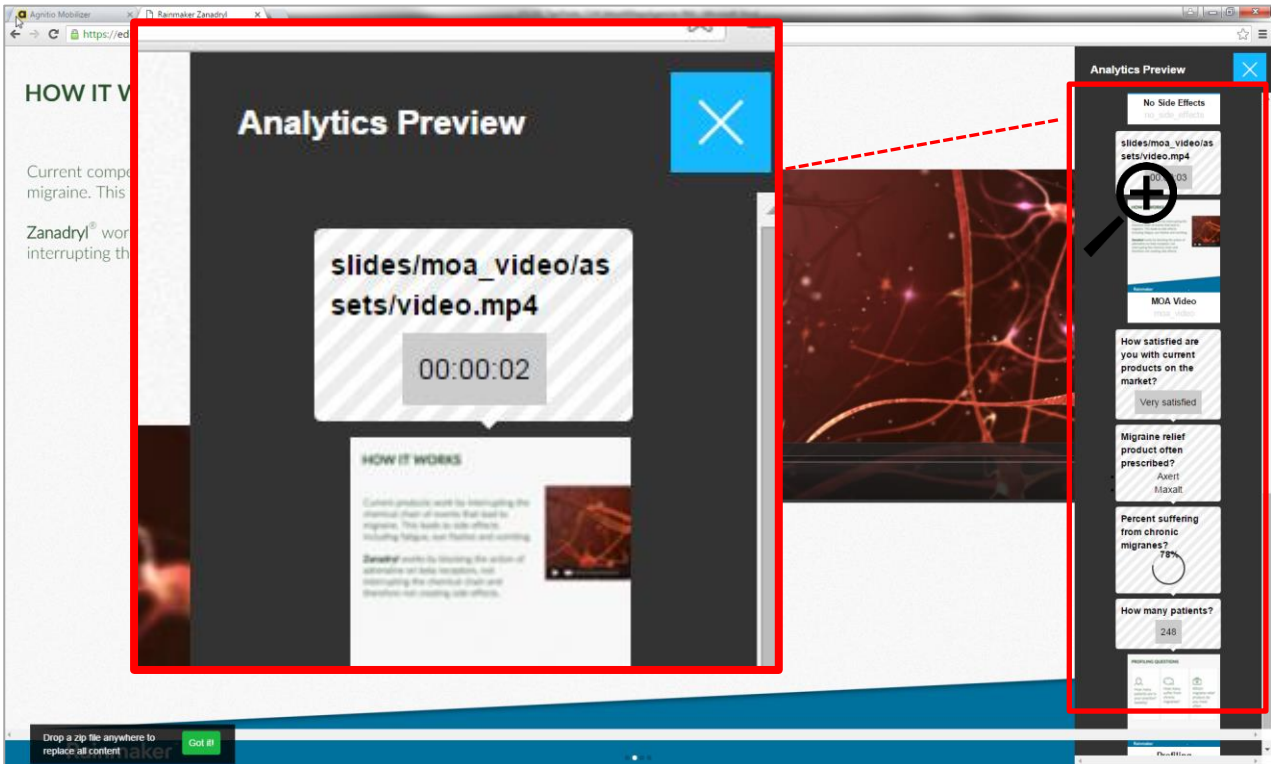
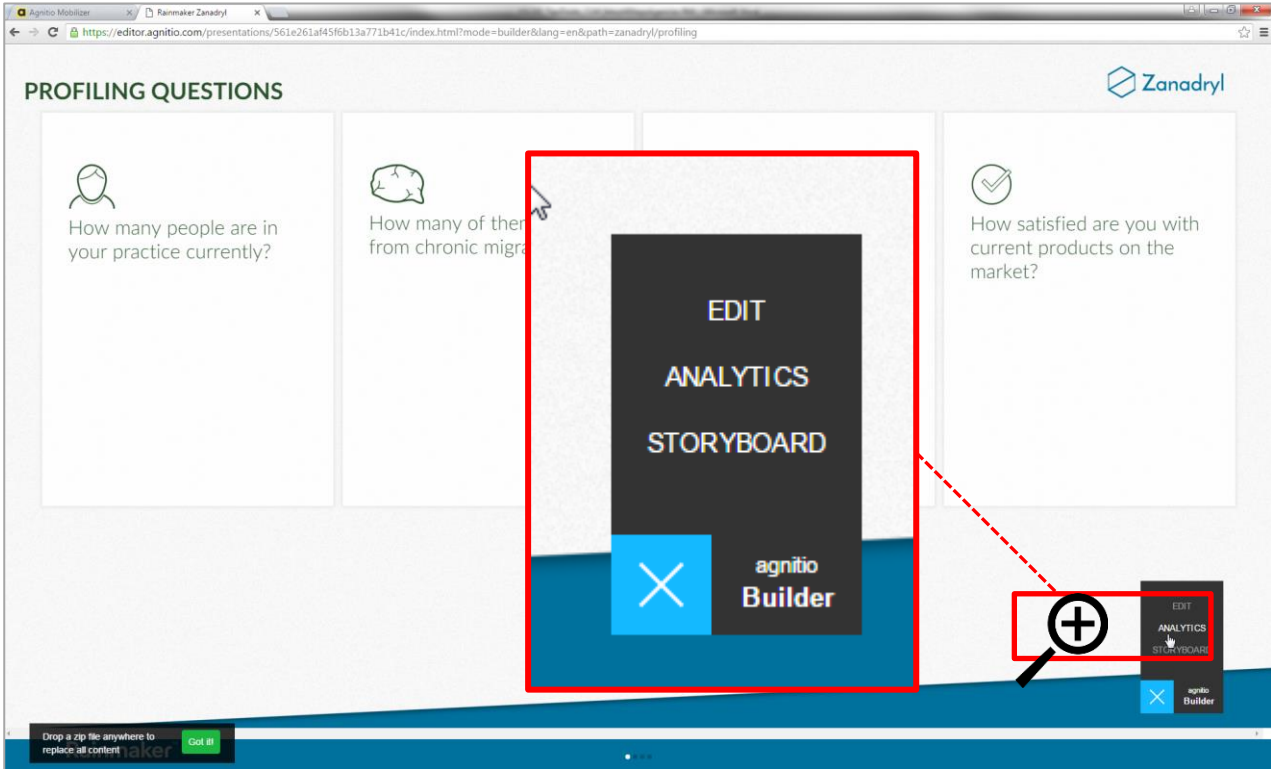
Mobilizer editor – test of analytics:



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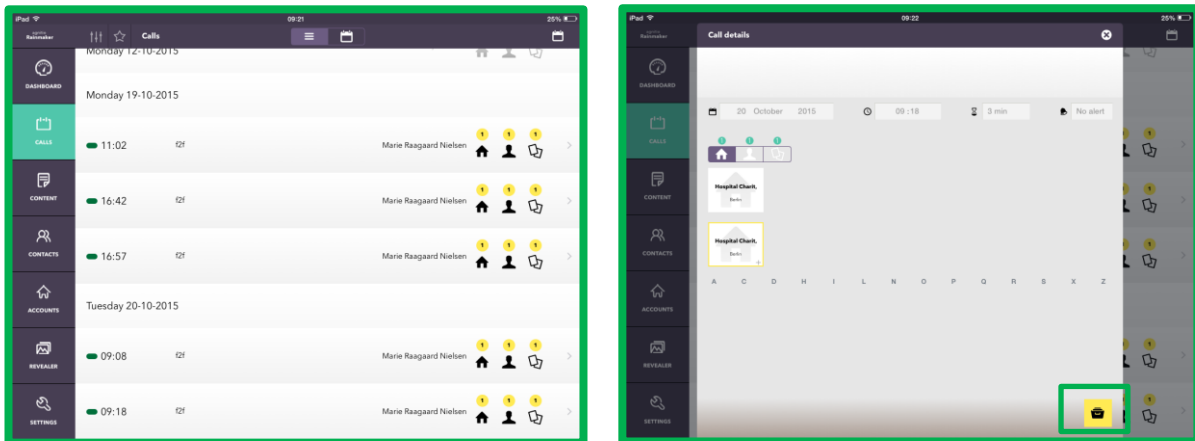
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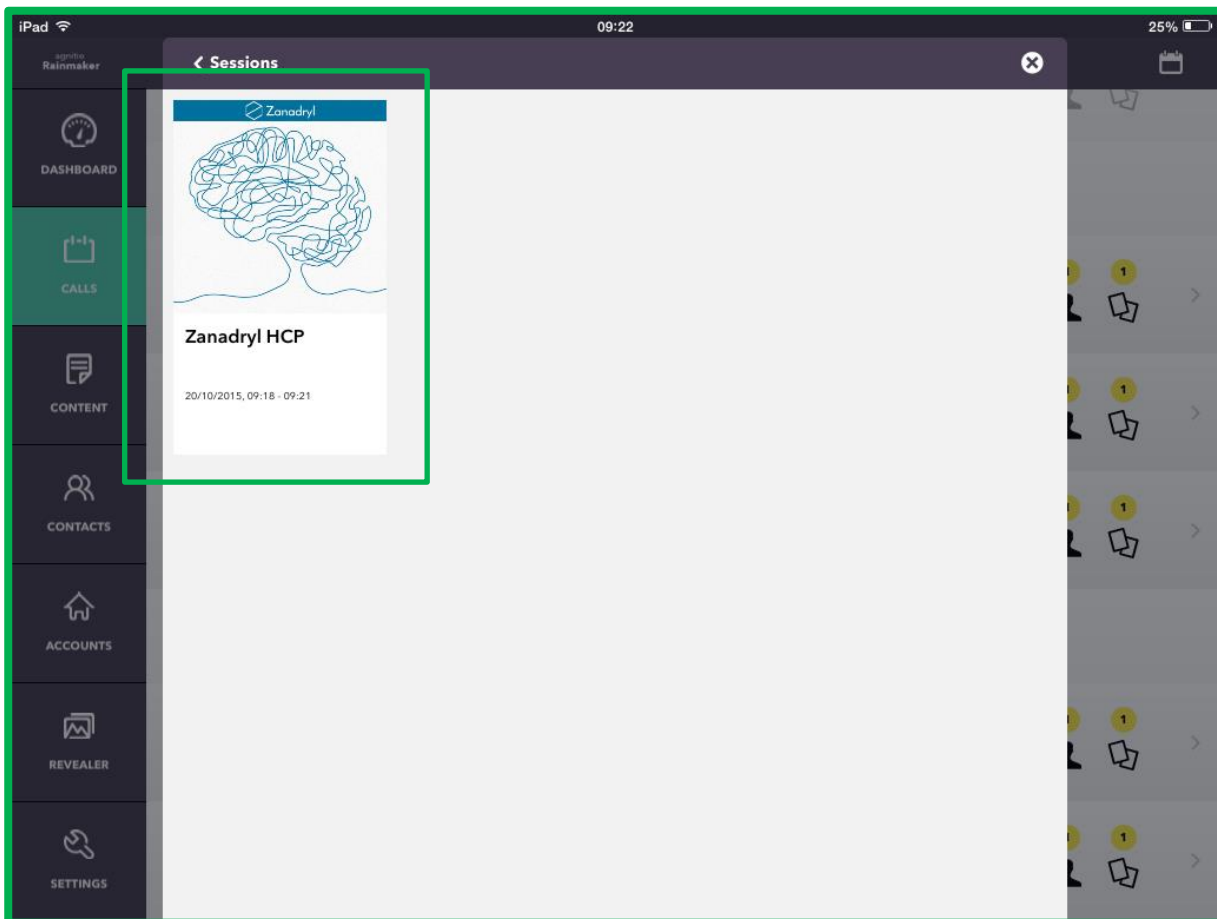
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Call history – go to calls tab and find the test call you created and tap on archive icon:



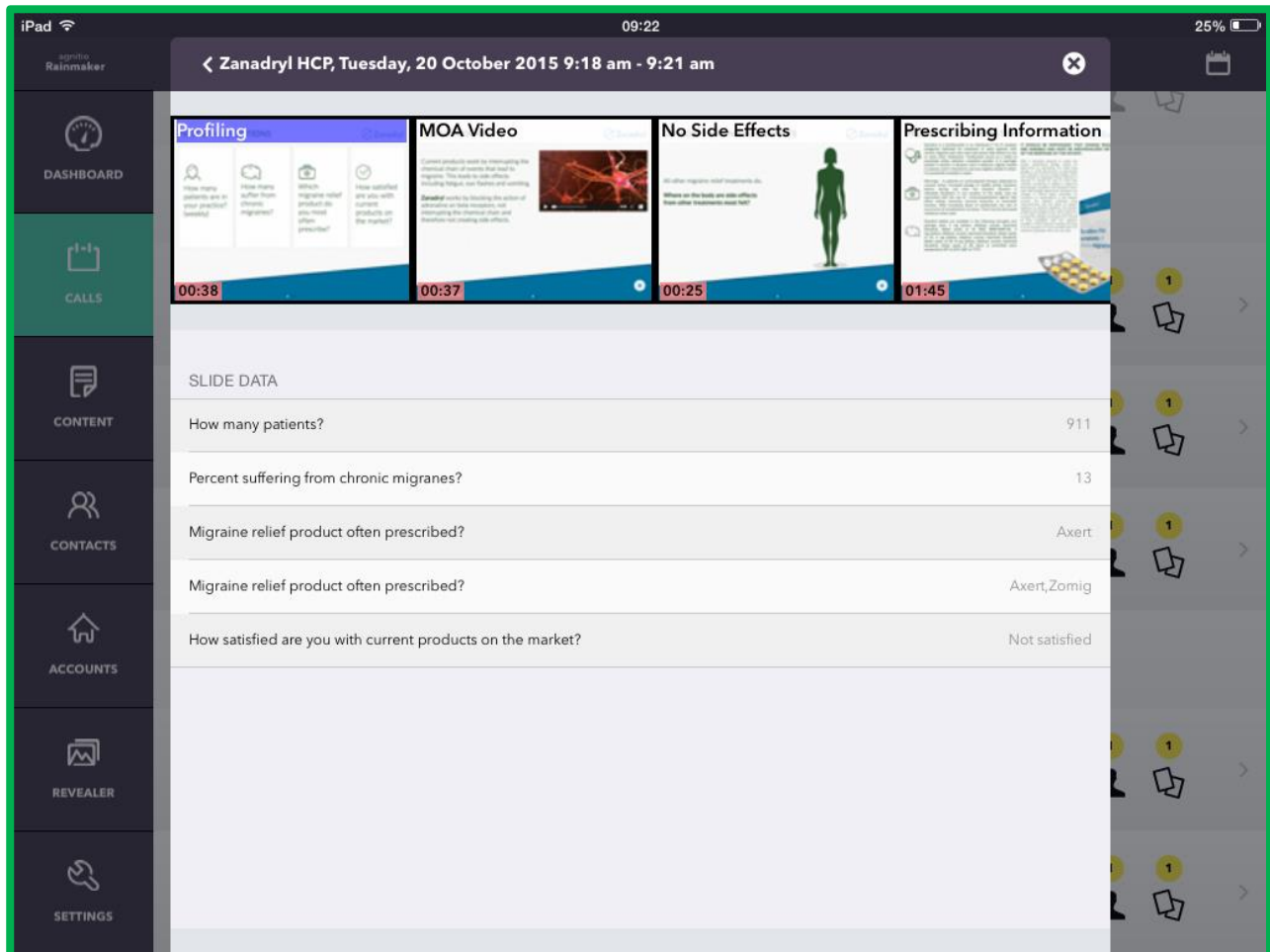
Tap on the presentation thumbnail



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And you will get to the call history:



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/Windows presentation.

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



Zanadryl

HOW IT WORKS

Current products work by interrupting the chemical chain of events that lead to migraine. This leads to side effects including fatigue, eye flashes and vomiting.

Zanadryl works by blocking the action of adrenaline on beta receptors, not interrupting the chemical chain and therefore not creating side effects.

Back Add presentations + Hide

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

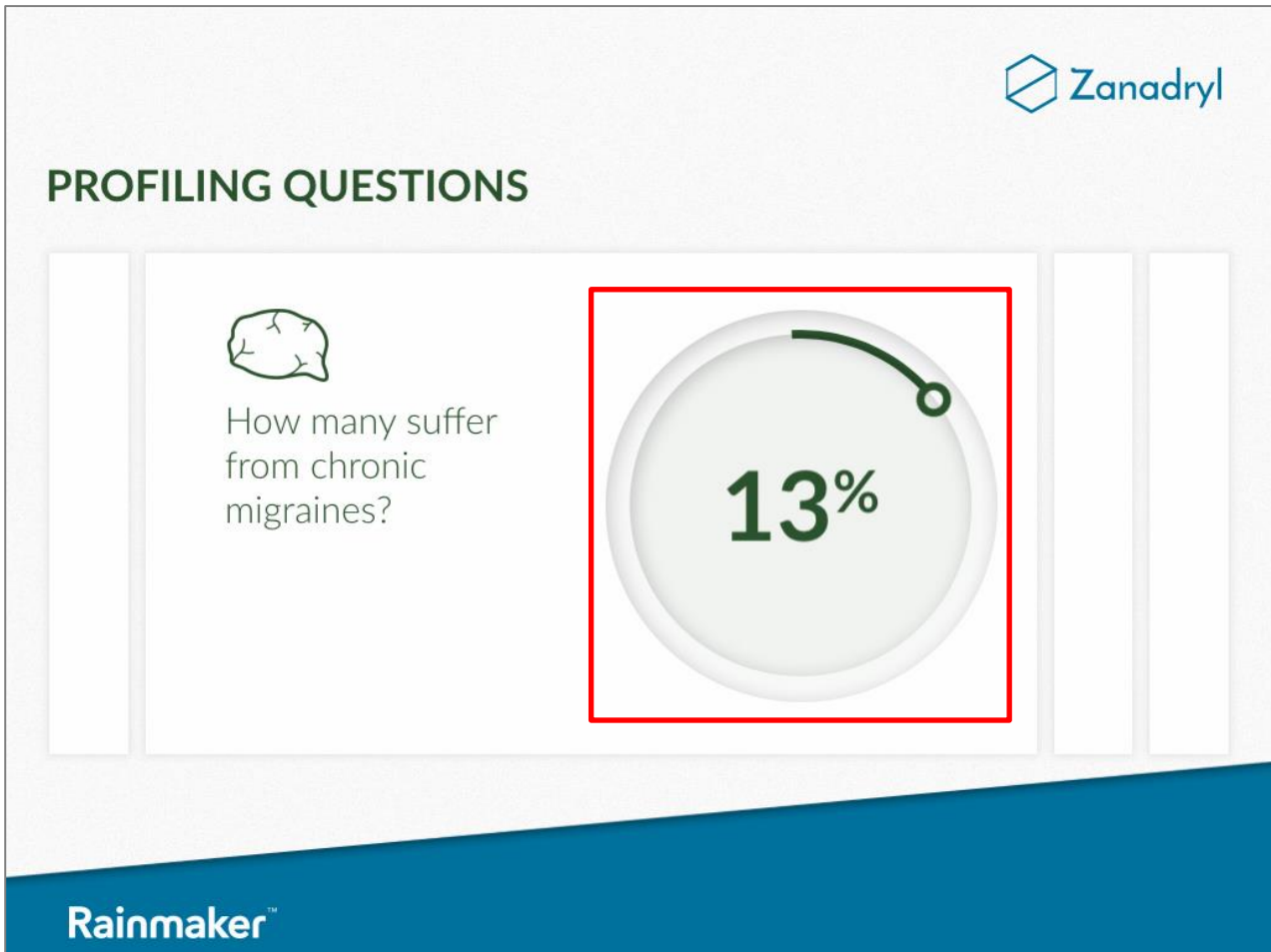
Analytics will show how many times the animation has been played (counting the number of clicks on 'Play' button) and how much time is spent before stop button is activated.

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Example 2 (Zanadryl 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 chronic migraines.

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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