

Enhance KOL Engagement Planning with Monocl Connect in G360

Coming September 30, GMSO will launch Monocl Connect, a powerful medical engagement tool within G360. Field teams will have visibility to real-time updates on clinical trials, recent publications, conference information, congress presentations, and insights on external experts. **With the streamlined integration of Monocl Connect into G360, field teams will have the convenience of this powerful tool at their fingertips.**

The holistic view of internal G360 data alongside external Monocl data enables teams to better drive expert identification, develop robust communication plans, and improve collaborative partnerships with specified HCPs.

Check out this short clip about Monocl [[Link to Monocl video](#)].

The screenshot displays the Monocl profile for Gilles Wandeler, a medical professional at the University of Bern, Switzerland. The profile is organized into several sections:

- Header:** Gilles Wandeler's name and affiliation, along with a SIMP B badge.
- Overview:** A summary of his research and professional activities, including 130 publications, 7 clinical trials, 32 meeting presentations, and \$2.4K in industry payments.
- Key Research Topics:** A list of five topics: HIV Infections, CD4 Lymphocyte Count, Coinfection, Anti-HIV Agents, and Hepatitis B.
- Expert Summary:** A detailed overview of his research and professional activities, including:
 - Published 130 publications:** Latest publication was published during August 2022 with the title *Female Genital Mutilation/Cutting in the Swiss HIV Cohort Study: A Cross-Sectional Study*. See all publications.
 - Involved in 7 clinical trials:** Latest clinical trial started in May 2017 with the title *TAF for HIV-HBV With Renal Dysfunction*. See all clinical trials.
 - Presented 32 meeting presentations:** Latest meeting presentation was held in April 2022 at British HIV Association Spring Conference 2022 with the title *Ageing with HIV and comorbidities: exploring the social constructs of ageing and NCDs in the context of HIV in Zambia*. See all meeting presentations.
 - Involved in <\$10k in industry payments:** Latest payment has been received in December 2018 from AbbVie. See all industry payments.
- Top Collaborators:** A list of five collaborators, each with their name, affiliation, and a SIMP B badge:
 - Matthias Egger: University of Cape Town, Cape Town, South Africa
 - Enos Bernasconi: Regional Hospital of Lugano, Lugano, Switzerland
 - Andri Rauch: University of Bern, Bern, Switzerland
 - Huldrych Günthard: Physician, University of Zurich, Zurich, Switzerland
 - Matthias Cavassini: Lausanne University Hospital, Lausanne, Switzerland

The G360 Monocl Connect tool will provide insight into:

- The next generation of leading experts to forge strategic collaborations
- The latest industry trends and competitive landscape
- Comprehensive data to help guide and develop pre-call planning strategies

Teams within ACE who use Monocl, share their experience.

‘As a platform, I find Monocl to be very useful for mapping therapy area experts and more importantly for keeping up to date with their activities, such as recent publications or talks at congresses.’

- Medical Scientist, Oncology

‘Monocl is recognized as a virtual partner in my team. It is a tool that is constantly evolving, and it brings up-to-date information that is essential to my job.’

For a detailed description of the benefits and features, please click [here](#).

What Do You Need to Do?

Training 1: Introduction to Monocl

If you have not yet completed the 'Introduction to Monocl' training, please watch the recorded training module.

- Select this [\[XXX\]](#) and enter this passcode [\[XXXX\]](#)

Training 2: G360 Monocl Connect

Please attend **one of the available Monocl Connect** training sessions. During these live training sessions, you will navigate the new Monocl functionality within the G360 system.

Date	Time (PDT)
September 22	8:00 - 8:30 am
September 22	5:00 - 5:30 pm
September 26	8:00 - 8:30 am
September 26	5:00 - 5:30 pm

Ensure you have completed the 'Introduction to Monocl' training prior to attending any of these live sessions.

Optional Office Hours

If you were unable to attend the live **G360 Monocl Connect** training session or would like additional support, please drop-in to either of our optional office hour sessions.

Date	Time	Zoom Link
September 29	8:00 - 9:00 am (PDT)	[XXX]
October 5	8:00 - 9:00 am (PDT)	[XXX]

Need assistance or have questions? Contact us directly via [SPARC](#)



KOL ENGAGEMENT PLANNING

Monocl Key Benefits, Features and Testimonials

Increase Strategic Planning and Communication	
Increase knowledge, planning with experts, and review the latest, 360-degree view of comprehensive conference data. • Identify key Therapeutic Area (TA)-specific influencers and presenters at conferences and meetings. • Gain a full view of the conference landscape. • Facilitate conference planning by identifying where topics of interest will be discussed. • Access knowledge and gain competitive advantage by seeing where and when competitors will present.	
Identify 'Rising Stars'	
Recognize and engage with the next generation of leading experts. • Gain a broader reach through digital interaction including social media activity. • Uncover emerging experts via the 'Career Start' filter function and receive frequent alerts on their scientific activities (i.e., generating evidence, communicating data, and active in the congress circuit).	
Know the Experts	
Identify key experts and their collaborative partners. • Expand audience reach by discerning who are key decision makers, influencers, and extended network. • Identify leading experts to further external engagements.	<i>'Monocl has done in a few minutes what normally takes me two days of desk work.'</i> <i>-Medical Director, ACE Oncology</i>
Monitoring Activities of Key Experts	
Create alerts for external experts and monitor key activities such as: • Recent publication details (e.g., volume, quality, and TA-specific relevance) • Career status • Grant details (e.g., funding and scope) • Society awards and other accomplishments	<i>'[Monocl is an] updated tool to trace and follow scientific activities from the medical community at the country or global levels.'</i> <i>-Medical Director, ACE Oncology</i>

Pre-call Planning Strategies and Communication

Access comprehensive data to help guide pre-call planning strategies.

- Easily review recent activities of established external experts and new potential stakeholders in one platform.
- Get alerts on recent industry collaborations and receive real-time updates on clinical trials, recent publications, congresses, participation and speaking sessions.

'Very useful for making your engagement plan, preparing your field visits with customers, especially someone new in a TA.'

-Medical Scientist, ACE Inflammation