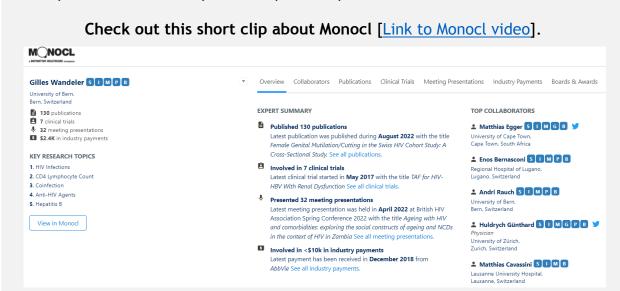
Enhance KOL Engagement Planning with Monocl Connect in G360

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.



The G360 Monocl Connect tool will provide insight into:

- The next generation of leading experts to forge strategic collaborations
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- 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**



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.

'Monocl has done in a few minutes what normally takes me two days of desk work.'

-Medical Director, ACE Oncology

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

'[Monocl is an] updated tool to trace and follow scientific activities from the medical community at the country or global levels.'

-Medical Director, ACE Oncology

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