

## **FUTURE CLIENT KIT**

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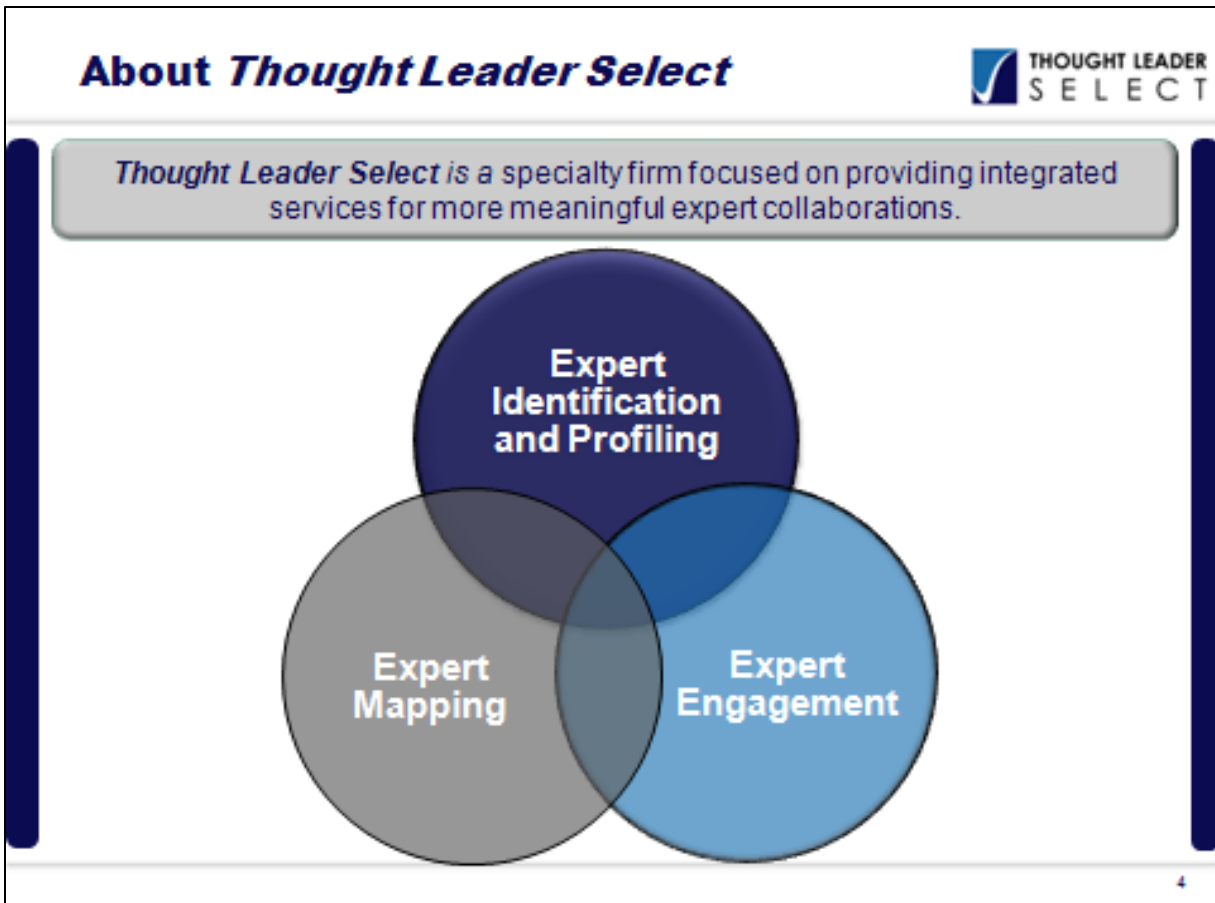
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## I. ABOUT THOUGHT LEADER SELECT

Thought Leader Select is a Chapel Hill, NC-based private research and consulting firm serving the biopharmaceutical and healthcare industries. Founded in 2005, Thought Leader Select is led by Paul Meade, a 25-year executive at Merck and GlaxoSmithKline, Lisa Smith, an award-winning journalist, and Kristen Smithwick, a 10-year veteran healthcare consultant.

We serve these industries and the medical community at large by assessing medical experts (known as “thought leaders” and “key opinion leaders”) within a host of therapeutic areas such as diabetes, oncology, and neurology. Over two dozen of the top 50 global biopharmaceutical and healthcare companies count on our expertise when seeking to launch new medications for better public health, ensuring that they are collaborating with the right medical professionals for the right reasons—their skills and experiences.



**About *Thought Leader Select***

**THOUGHT LEADER  
SELECT**

*Thought Leader Select is a specialty firm focused on providing integrated services for more meaningful expert collaborations.*

**Expert Identification and Profiling**

**Expert Mapping**

**Expert Engagement**

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## II. COMPANY FACTS

Powered by a team with over 100 years of experience in the biopharmaceutical and healthcare industries, Thought Leader Select has delivers in-depth research assessments on the skills and experiences of members of the medical community. To date, we have executed the following client directives:

- Identified and profiled more than 5500 global medical experts
- Hundreds of Medical Centers of Excellence
- Conducted research in 57 countries
- Studied dozens of therapeutic areas and over 30 disease states
- Completed more than 70 unique KOL/Center of Excellence assessments since 2005



## II. EXECUTIVE PROFILES

**Paul Meade, President and Founder:** Paul Meade has more than 25 years of healthcare industry experience. Paul has spent most of his career working directly in the pharmaceutical industry for Merck then GlaxoSmithKline. He has held a variety of positions within sales and marketing, international marketing, business planning and research and development (R&D).



In his last position at Glaxo as worldwide commercial director for Predictive Medicine, Paul was responsible for developing global commercial strategies and marketing plans for a variety of therapeutic and diagnostic products and services. Some of his prior managerial positions include group director of business planning and strategy development, international director of marketing, product director, product manager and sales representative.

In 2000, Paul began sharing his expertise with top companies as a consultant to the pharmaceutical, diagnostic and biotechnology companies. His project work has spanned areas such as competitive intelligence structures, communication of clinical trial results, integration of pharmaceutical and diagnostic companies, patient flow analysis, branding, trademark management, publication planning and tracking, health outcomes, advisory board optimization, biomarker assessment, oncology development programs, and other lifecycle management projects.

Paul is also often quoted by trade journalists who rely on his expertise. He has published several articles in leading healthcare journals, such as Pharmaceutical Executive, MedAdNews, PharmaVoice, etc.

Paul received a Master of Science degree in Biomedical Sciences from the University of Guelph in Canada, and a B.Sc. from Acadia University. He also spent one year doing research in the area of cancer. In May of 2010, Paul completed his Master of Public Health Degree and certificate in ethics from the Gillings School for Global Public Health at the University of North Carolina at Chapel Hill.

**Lisa Smith, Executive Vice President of Research and**

**Development:** Lisa Smith ensures recommendations are based on the most leading-edge information available. She has overseen staff responsible for delivering large- and small-scale consulting projects on a variety of topics for the healthcare industry.



Lisa has offered strategic and operational counsel to a number of top pharmaceutical companies in marketing, medical affairs, clinical operations and other such areas. Her most recent projects have addressed improvements in the clinical trial publications process, market dynamics for new indications, advisory board improvement, Thought Leader evaluation and selection processes, trends in health outcomes, and clinical operations productivity.

Lisa brings years of experience in research, writing and interviewing to her position as vice president at Thought Leader Select. A former award-winning journalist, she covered the pharmaceutical and chemical industries for several daily newspapers before becoming a consultant.

Lisa graduated with honors from the University of Michigan.

**Kristen Smithwick, Vice President of Global Business Development, Marketing, and Strategic Planning:** Kristen Smithwick leads a team of sales and marketing professionals to promote the research services provided by *Thought Leader Select*. With more than a decade of experience in helping healthcare companies improve marketing effectiveness, she has developed and managed strategic marketing plans, brand building and promotional campaigns, and customer growth and loyalty programs.



Kristen has also assisted numerous top companies in various industries – including healthcare, technology and banking – on a variety of strategic and operational issues. Through competitive landscaping, market research, extensive interviews and surveys, she has helped a broad range of clients improve business performance. Selected areas of expertise include Thought Leader evaluation, consumer marketing and branding, effective marketing structures and processes, contact center excellence, and ideal staffing, structures and budgets across business functions.

Kristen has been quoted in a number of publications over the years, and her work has been featured at numerous executive conferences. Kristen graduated with honors from Duke University.

### III. SERVICES

#### KOL Identification & Profiling:

**Thought Leader ID**—*ID* is Thought Leader Select’s signature service—our industry-leading identification and profiling of key opinion leaders across multiple health professions and therapeutic areas. The foundational methodology of *ID*—deep profiling—is comprehensive. To achieve any number of medical experts for a given set of needs, we “boil the ocean” in our First Pass, ensuring that we never miss health care professionals (HCPs) who may be the right fit for the development initiative. Deep profiling is also customized—we tailor each research assessment to fit our clients’ unique needs.



More than anything else, our profiling is objective. Objectivity has many benefits to our clients: utilizing straightforward information achieved via unbiased means is not only ethical and compliant; it virtually guarantees a win-win situation for both our clients and health care professionals. The company knows it’s working with the right health experts at the right time, and for the right reasons. And HCPs know that objective analysis of their skills and experiences, coupled with a desire to match them with activities that fulfill their interests, will result in the advancement of their careers.

We offer two versions of *Thought Leader ID*: In *Comprehensive View*, we offer our deep-profiling services into the skills and experiences of key opinion leaders across 15 categories. For clients with smaller, more immediate needs, we also offer *First Look*, in which we select key opinion leaders using a more tightly-focused group of categories that yield the highest amounts of the most relevant data.

To date, Thought Leader Select has completed over 100 research assessments covering nearly 10,000 health experts across two dozen therapeutic areas and 35 disease states. Physicians, nurses, educators, physician assistants, nurse practitioners, dentists, veterinarians—*Thought Leader ID* is unlimited in its ability to capture relevant information on the skills and experiences of leaders in the medical community.

**Thought Leader Emerge**—Launched in the spring of 2010, *Emerge* is Thought Leader Select’s innovative tool for monitoring rising stars in the medical community. Like any group of leaders in any industry, physicians and other health care providers retire or cut back on the amount of practice hours and research work they perform year after year. *With Emerge*, client companies can monitor the evolving skills and experiences of recent fellowship graduates in a given specialty, who have joined the high-achieving world of key opinion leaders in medicine.

**Thought Leader Centers**—Through *Centers*, all of our research and assessment skills culminate in our evaluation of universities, influential clinics, and research foundations for a holistic approach to thought leadership in the medical community. With centers of excellence assessments we take a drill-down approach, starting at the academic medical centers, then moving into affiliated hospitals and clinics, and, finally, providing identification and in-depth analysis of significant affiliated physicians in educational and clinical roles.

**Thought Leader Market Access**—One of our specialties, *Market Access* paves a smooth road to product reimbursement by organizing teams of payer/market access key opinion leaders. We convene teams of Thought Leaders with valuable pricing and reimbursement experience from a host of third-party payer organizations to provide critical, timely advice on issues surrounding pricing, market access, reimbursement and product performance in managed markets. From advisory groups that provide counsel to regulatory authorities and governments to members of local Pharmacy and Therapeutics Committees, Market Access helps our clients navigate the complex issues of pricing and reimbursement.

## **KOL Mapping:**

**Thought Leader Impact**—*Impact* network maps are, quite simply, our answer to peer-to-peer interactions. Our mapping service takes further advantage of the hallmarks that drive our deep profiling—comprehensive approach, customized category weightings and client-supplied keywords, and, of course, our bedrock objectivity.



*Impact* provides layer upon layer of solid, validated data of KOL interactive networks as well as documented professional interactions of top-level Thought Leaders with other allied healthcare professionals and organizations. We can plot Thought Leaders geographically and chart the compelling interactions across categories like publications, basic and clinical research, conference involvement, committees, and advisory boards, even their interactions with patient advocacy groups.

**Thought Leader Value**—*Value* is one of our newest product offerings and a Thought Leader Select exclusive. Key opinion leaders engage in a variety of tasks to advance their respective clinical practices and research credentials, and our *Value* service maps the activities that bring the highest value to our clients. By ensuring specific activities engaged in by Thought Leaders are matched with the greatest needs of our clients from an advisory perspective, the highest level of value is obtained by both parties.

## **KOL Engagement:**

**Thought Leader Engage**—The research and management team at Thought Leader Select has more than 70 years of leading products and brands within the biopharmaceutical industry, as well as in healthcare delivery. We put this experience to work for our clients in the form of *Engage*, a suite of engagement plans that offer critical guidance for teaming with key opinion leaders in a host of development categories.



Our clients are always seeking the optimal ways to engage key opinion leaders in the medical community, and Thought Leader Select’s analysis and recommendations cover the most important brand development areas, including basic and clinical research, conference involvement, publications, media interactions, and patient advocacy. *Engage* offers both thorough data within each representative category, as well as comparative charts on the skills and experiences of key opinion leaders, enabling our clients to make quick, effective decisions when assembling advisory boards, media groups, and clinical investigator teams.

Through *Engage*, our clients quickly understand the best points for interaction with each key opinion leader profiled in a respective therapeutic area, as well as the top categories for growing their interactions with health care providers.

**Thought Leader Index**—*Index* is our exclusive, web-based portal for scenario planning in support of a variety of thought leader engagements, including advisory boards, one-on-one consulting, and media work. Fueled by deep profiling data on skills and experiences of leading medical experts, *Index* is both quick and decisive at identifying smaller groups of Thought Leaders for a host of needs spanning late-stage clinical trials to product launch and beyond. As part of the life cycle management for a brand, *Index* allows for changing needs over time

by playing “what-if” scenarios and altered weightings for the various categories. It is a powerful tool for brand managers to forecast evolving needs, along with the advice of a different set of external experts.

**Thought Leader Connect**—At Thought Leader Select, we are committed to objective, validated research on the skills and experiences of the esteemed members of the medical community. At times, our clients may wish to supplement our rock solid research with insights achievable solely through interviewing and surveying Thought Leaders in a given therapeutic area. We deliver this service, *Connect*, through our sister company, Clear Point Health. The experienced team at Clear Point Health has interviewed and surveyed thousands of physicians and health care providers across more than a dozen therapeutic areas and disease states. With over 35 years of combined healthcare and biopharmaceutical industry experience, the team at Clear Point Health delivers timely, critical information straight directly from leading researchers and physicians.

**Thought Leader Verify**—Expert validation is a critical component within effective thought leader engagement strategies. Through our *Verify* service, Thought Leader Select validates the skills and experiences of health care professionals for advisory board, consulting, and speakers bureau implementation. To date, Thought Leader Select has studied thousands of specialists, primary care physicians, nurses, pharmacists, and other important health care providers across several key dimensions, including experience speaking within the medical community, clinical research involvement, publishing history, developing treatment guidelines, and active patient care.

The *Verify* process empowers clients to engage experienced leaders in the medical community with demonstrated experience in clinical practice, research, and speaking. Our detailed research enables the client companies to determine fair market value (FMV) honoraria and charitable donations on behalf of participating experts.

#### **IV. CONTACT INFORMATION**

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