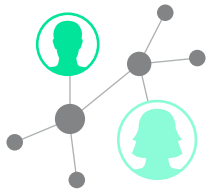# Checklist: Three steps to better ==insights management==

If you're interested in exploring how a more holistic approach to insights management can benefit your organization, it's not necessary to do everything at once. Here are three clear steps to get started.

Step 1

Double-check your disease community or area of focus

When was the last time you examined the key influencers in your disease community? Using technology to understand important networks for a specific project can reveal valuable sources of insight. Consider:

- ✅ How might an updated, data-supported view of your disease community change your KOL outreach?
- ✅ Are your current key opinion leaders still the top influencers, and can you l everage experts who are highly influential among patient communities or other healthcare providers?
- ✅ Could you glean new insights by adding new individuals from different fields of expertise?

Hold a hybrid or asynchronous engagement with involved moderators

You don't have to go 100% asynchronous. Try the following:

- ✅ Consider a hybrid format where pre- or post-work takes place on an anytime platform, and a peer-to-peer discussion or presentation occurs via webcast.
- ✅ Kick-off your next engagement with an introductory webcast for that all-important personal interaction, and elicit more in-depth feedback during a virtual advisory session.

Step 2

Step 3

Enable quick outcome-based actions

Quick generation of key highlights is an essential part of most engagements. With an executive summary in hand within a few weeks, your team is freed from manually chasing down information and pushing projects across the finish line. Instead, insights management technology pulls you closer to your goal.

ABOUT WITHIN3

Within3 is the world leader in life science insights management. Our insights management platform empowers you to understand your market and its key influencers better, gain diverse insights through better stakeholder engagement, and obtain answers more quickly through faster analysis. With a dedicated client success team on every implementation, most Within3 projects achieve 100% stakeholder participation. To learn more or to request a demo, visit **www.within3.com.**