



# Next Generation Commercial Excellence: AI in HCP **Targeting,** **Segmentation** and **Engagement**

A Nestlé Health Science Use Case

# "If only we knew..." — What you REALLY want to know **about your HCP**



# Guess who has **all the answers**? The **HCPs** themselves.



- Public HCP data = messy goldmine.
- Without AI = chaos.
- With AI = clarity, precision, opportunity.





# What is a **Vertical Search Engine**?

We all use vertical search engines to find the right hotel, the right product or the best flight - for vertical search engines, **the search object is always predefined.**



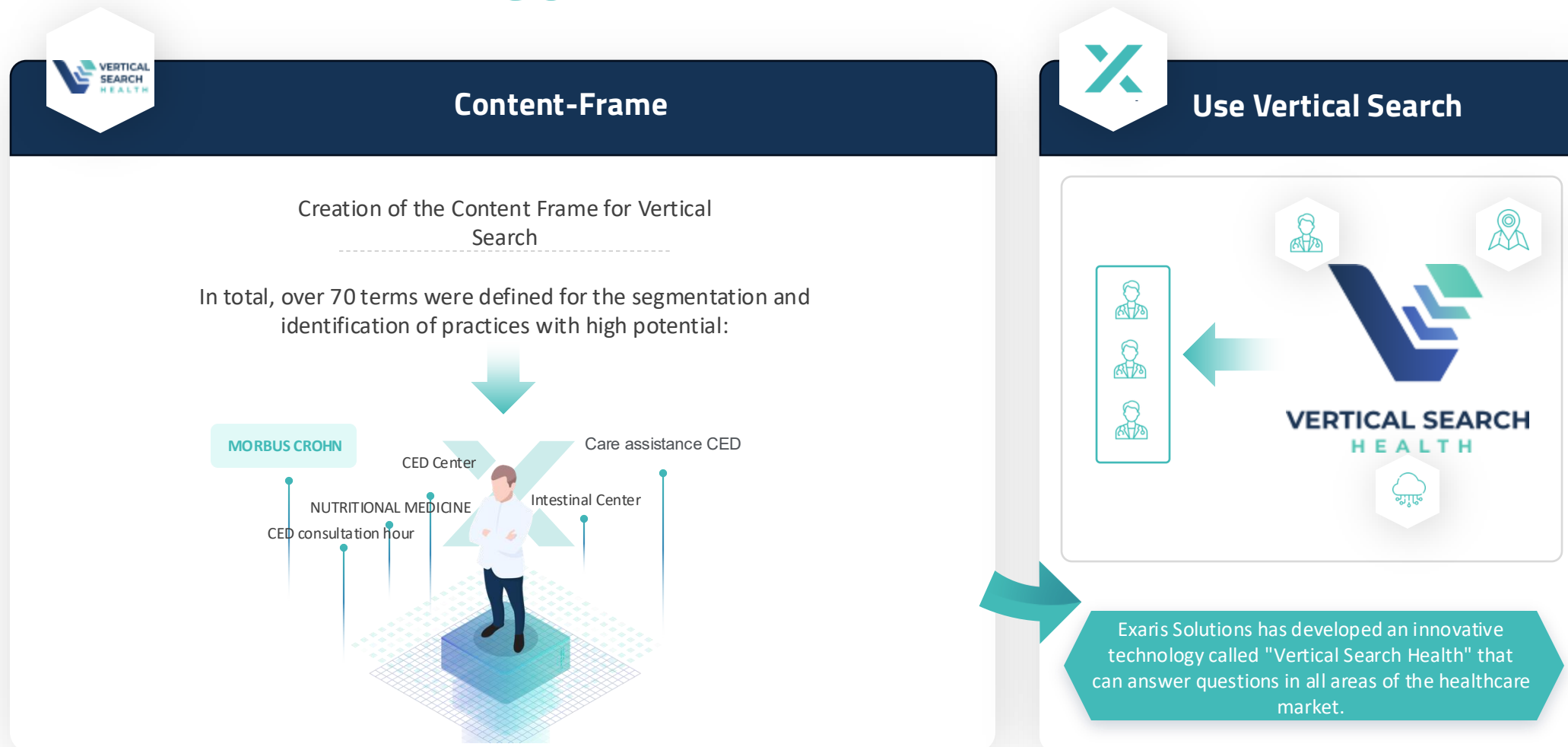
# Practical example

## Nestlé Health Science

- Goal: Identify relevant outpatient gastroenterologists for IBD (Chronic inflammatory bowel diseases)
- Country: Germany.
- Focus: outpatient gastroenterology care.

## STARTING POINT

# Wait... What Exactly is "Content"? – **CONTENT-FRAME**



## RESULT

# The result is divided into two dimensions and combined in the HCP Target map

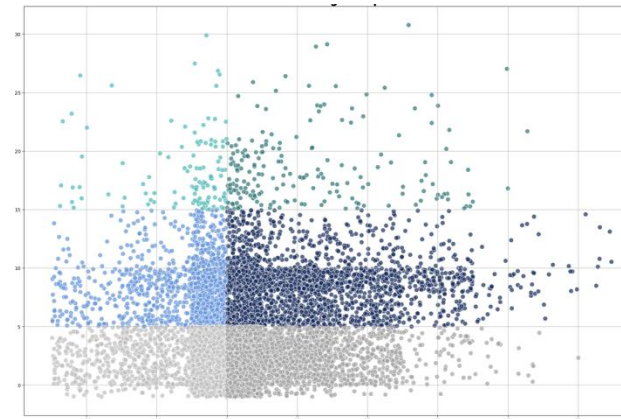
## CONTENT DIMENSION

Describes how relevant the content of an HCP is with regard to the indication. The higher the rating, the more relevant the HCP is to the indication in terms of content. This rating is based on the previously defined content frame and is always indication-specific.

## DIGITAL DIMENSION

Describes how digital an HCP is regardless of the indication. For example, does he use social media as an outpatient doctor or does he talk about digital topics in public sources? The higher this value, the more digital the HCP is.

## HCP TARGET MAP



The HCP Target Map brings both dimensions together and allows segmentation based on the content-relevant HCPs and their preferred communication channel (e.g. personal, digital, hybrid)

RESULT

# Content-Results

Overview of the three data pillars

**2.164 HCP  
analysed**



**1.749 HCP  
identified**



**> 5.000 Sources  
identified**

## Website

Website of the respective medical practice (only for outpatient doctors). Data source for omnichannel attributes such as social media

## Public

Journalistic sources, e.g. interviews, podcasts, newspaper articles, etc. Examples: aerzteblatt.de, spiegel.de

## Science

Scientific sources such as papers, research articles, books, etc. Examples: Pubmed, Springerlink





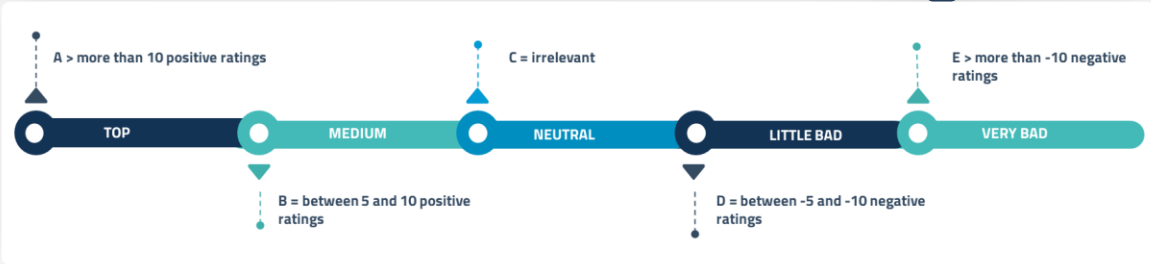
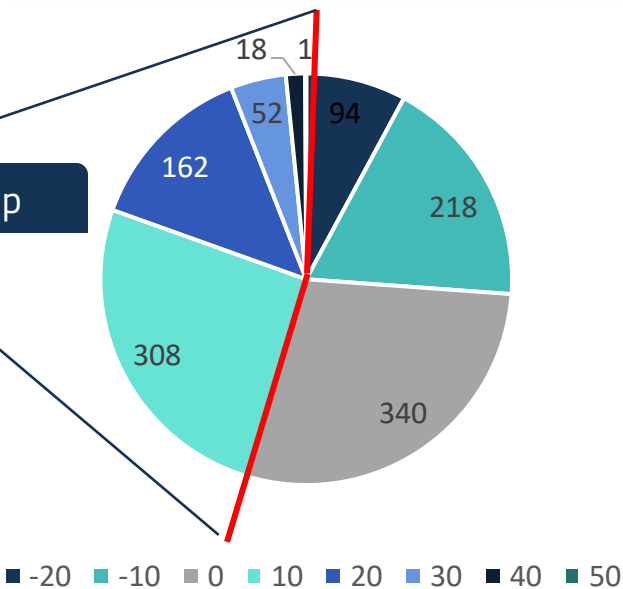
RESULT

# Digital Results

Overview of the four data pillars

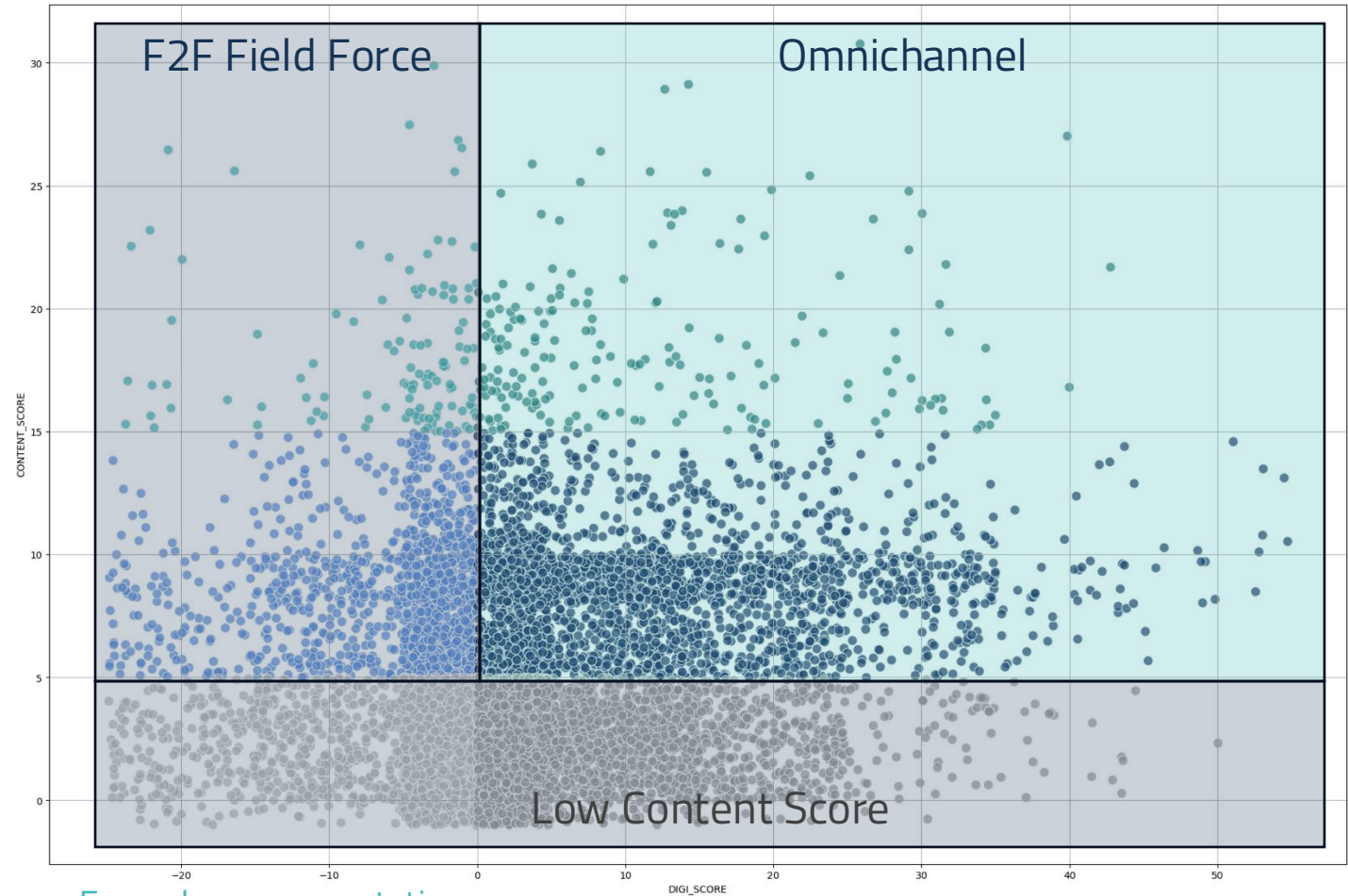
Social	OTM	VS	Patient-Sentiment
Use of Social Media like Facebook, Instagram, etc. Only available for outpatient doctors based on their website. 1 or 0.	Use of online appointment management systems. Only available for outpatient doctors based on their website. 1 or 0.	Use of video consultation. Only available for outpatient doctors based on their website. 1 or 0.	Patients' opinion of digital processes at the doctor's surgery based on patient opinions. A to E

DIGI-Score



Result

# Total Results – Target Map

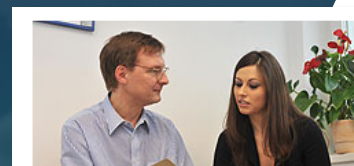


Exemplary representation



# Example of HCP-Target: Dr. Diane Kappelmayer

- ✓ <https://link.springer.com/article/10.1007/s00392-024-02503-5>
- ✓ [https://www.dccv.de/uploads/tx\\_news/2018\\_10\\_18\\_berlin](https://www.dccv.de/uploads/tx_news/2018_10_18_berlin)
- ✓ <https://www.gastroenterologie-gropiusstadt.de/index.php/leistungen/sprechstunde>



In unserer Spezialsprechstunde betreuen wir daher vor allem Patienten mit chronisch-entzündlichen Darmerkrankungen („CED“: Morbus Crohn, Colitis ulcerosa), deren Behandlung ganz besondere Expertise und Erfahrung erfordert. Menschen mit Nahrungsmittelunverträglichkeiten, Problemen nach Operationen des Verdauungstrakts, schwerer Verstopfung oder chronischen Durchfällen usw. beraten wir ausschließlich dann, wenn diese nicht im Rahmen der hausärztlichen Betreuung zu regeln sind. Hierfür ist daher zwingend eine Überweisung durch den Hausarzt sowie die

eren CED-

[Home](#) > [Clinical Research in Cardiology](#) > [Article](#)

## Cardiovascular magnetic resonance reveals myocardial involvement in patients with active stage of inflammatory bowel disease

Original Paper | [Open access](#) | Published: 05 August 2024

(2024) [Cite this article](#)

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[Hadler](#), [Diane Kappelmayer](#), [Frank Kolligs](#), [Claudia](#)

[hulz-Menger](#) ☒



Parkplätze vorhanden.  
Buslinie 893: Direkte Anbindung des Klinikums zur S-Bahn Berlin-Buch S2

**Helios Klinikum Berlin-Buch**  
CED Zentrum Berlin-Buch  
Leitung: Dr. med. Diane Kappelmayer und  
Priv.-Doz. Dr. med. Robert Siegel

Schwanebecker Chaussee 50, 13125 Berlin  
T (030) 94 01-52600  
gastroenterologie.berlin-buch@helios-gesundheit.de  
www.helios-gesundheit.de/berlin-buch

### Chronisch entzündliche Darmerkrankungen im Dialog

Sie fragen – wir antworten

Donnerstag, den 18.10.18  
16:30-19:00 Uhr  
Helios Klinikum Berlin-Buch  
Konferenzraum 1 Cafeteria





## CONTENT

...but what do I really know about my target group? **ASK 5000 Sources** ->

### Website

Website of the respective medical practice (only for outpatient doctors). Data source for omnichannel attributes such as social media



### 1. Treatment Approach

- Medication: Biologics (e.g., Adalimumab, Infliximab), immunosuppressants (Azathioprine), corticosteroids (acute flares).
- Nutrition: Personalized diets to address malnutrition.
- Monitoring: Regular endoscopies (colonoscopy/MRI).
- Surgery: For complications (strictures, fistulas in Crohn's).
- Mental Health: Stress management to reduce flare-ups.

### 2. Criticisms & Challenges

- Steroid dependence: Long-term risks (osteoporosis, diabetes).
- High costs: Biologics affordability/insurance barriers.
- No cure: Focus on remission, not healing.
- Delayed care: Long wait times for specialists.

### 3. Key Companies & Products

AbbVie (Humira®), Janssen (Remicade®), Takeda (Entyvio®)  
Pfizer (Xeljanz®), Ferring (Pentasa®).

### 4. Key Themes

- Diagnostics: Calprotectin tests, capsule endoscopy.
- Innovations: IL-12/23 inhibitors (e.g., Ustekinumab).
- Lifestyle: Smoking worsens Crohn's; exercise benefits.
- Comorbidities: Cancer screening, bone health.
- Support: Patient networks (e.g., DCCV).

### Notable Trends

- Specialized IBD clinics
- Multidisciplinary care in MVZs
- Skepticism toward probiotics/alternative therapies.



## HCP Example „IBD“

## HCP Insights from Vertical Search Health

## Who is relevant?

Name: Dr. Petra Jessen

## Why is the HCP relevant?

Petra Jessen speaks in at least 8 different sources about “IBD”

## Is there proof of relevance?

These are the sources of:

- <https://www.doctolib.de/gastroenterologie/altenholz/petra-jessen>
- <https://www.mynewsdesk.com/de/die-magen-darm-aerzte/pressreleases/chronisch-entzuendliche-darmerkrankungen-ced-patienten-profitieren-von-sondervereinbarung-3290761>
- <https://www.aerztezeitung.de/Politik/Gastroenterologen-zur-geforderten-Entbudgetierungs-Es-ist-fuenf-vor-zwoelf--446645.html>
- <https://www.mein-allergie-portal.com/colitis-ulcerosa-cu/3717-colitis-ulcerosa-wann-muss-operiert-werden.html>
- <https://www.egms.de/static/en/meetings/dkvf2015/15dkvf307.shtml>
- <https://www.mynewsdesk.com/de/die-magen-darm-aerzte/pressreleases/magen-darm-arzt-primaerarzt-fuer-chronisch-erkrankte-menschen-3357954>
- <https://www.mynewsdesk.com/de/die-magen-darm-aerzte/pressreleases/vom-aussterben-bedroht-magen-darm-aerzte-sorgen-sich-um-ihren-fortbestand-3300163>
- [https://kompetenznetz-darmerkrankungen.de/wp-content/uploads/2024/05/20240430\\_CED\\_Compact\\_Programmflyer\\_HH\\_A5\\_SMP\\_Web\\_V3.pdf](https://kompetenznetz-darmerkrankungen.de/wp-content/uploads/2024/05/20240430_CED_Compact_Programmflyer_HH_A5_SMP_Web_V3.pdf)

## Indication based summary

Dr. Petra Jessen is a prominent gastroenterologist specializing in **chronic inflammatory bowel diseases (CED)**, evidenced by her frequent media contributions (e.g., Doctolib, MyNewsDesk). She advocates for **improved CED patient care**, including specialized treatments and policy changes (Ärztezeitung, MyNewsDesk). Her involvement in **CED Compact events** (Kompetenznetz Darmerkrankungen) and focus on **surgical timing in ulcerative colitis** (Mein-Allergie-Portal) highlight her clinical authority. Given her active role in CED discussions and patient-centric approach, she is likely open to **innovative therapies**, making her a high-potential prescriber.



## What to tell?

•**Focus on CED patient access & specialized care** – Dr. Jessen has publicly supported initiatives like Sondervereinbarungen to improve treatment availability, suggesting she values innovative solutions that enhance patient access. (Source: MyNewsDesk)

•**Policy & structural challenges in CED care** – She has voiced concerns about healthcare system limitations (e.g., Entbudgetierung), indicating openness to discussions on therapies that reduce systemic burdens. (Source: Ärztezeitung)

•**Surgical decision-making in UC** – Her insights on when surgery becomes necessary highlight an opportunity to discuss medical alternatives that may delay or prevent invasive interventions. (Source: Mein-Allergie-Portal)

•**Multidisciplinary CED management** – Her participation in events like CED Compact suggests she values comprehensive approaches, making her receptive to data on holistic treatment benefits. (Source: Kompetenznetz Darmerkrankungen)

•**Approach:** Frame discussions around improving patient outcomes, reducing healthcare system strain, and optimizing treatment pathways—key themes in her public statements.



# The HCP **Insight Journey** with Vertical Search Health

## What to tell?

With "What to tell?", all data points are summarised and displayed in the **VERTICAL ASSISTANT**

## How To Reach?

Based on digital attributes, a digital affinity is determined, which helps to choose the right (omni)channel.

## Who is relevant?

Relevant HCPs are identified based on the content they communicate.

## Why is the HCP relevant?

Each source is presented transparently so that everyone can understand why the HCP is relevant.



# Big Takeaways: Rows and columns do not engage – People + Data do.

- ✓ Find who matters.
- ✓ Understand why they matter.
- ✓ Reach them smarter.
- ✓ Engage them on what they care about.
- ✓ Measure, adapt, and win.

Request full IBD  
Case Study ->



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Thank you



# The Role of AI Agents in Transforming the Business



Atalia  
HORENSHTIEN



Pascal  
LABROUSSE



Dana  
WINKLER



Ken  
TANTSURA

