

# Build A Key Opinion Leader (KOL) Community on myClin

myClin, the leading Clinical Oversight Platform, allows for sponsors to connect more closely with investigators and other investigative site staff in a collaborative, secure, and efficient manner. myClin allows for the automated documentation of knowledge and information transfers among your study community, and thus for stronger, data-driven clinical oversight. One specific application of myClin is to set up and support Key Opinion Leaders (KOL) Communities. A KOL is a scientific partner, expert, and advisor that has a strong independent voice and has earned a reputation in her or his field. With their experience of frontline patient care they are an important resource to pharmaceutical companies to provide counsel to clinical study teams and to guide the design of studies.

## Aspirations for KOL Communities



Foster innovations and the emergence of new ideas



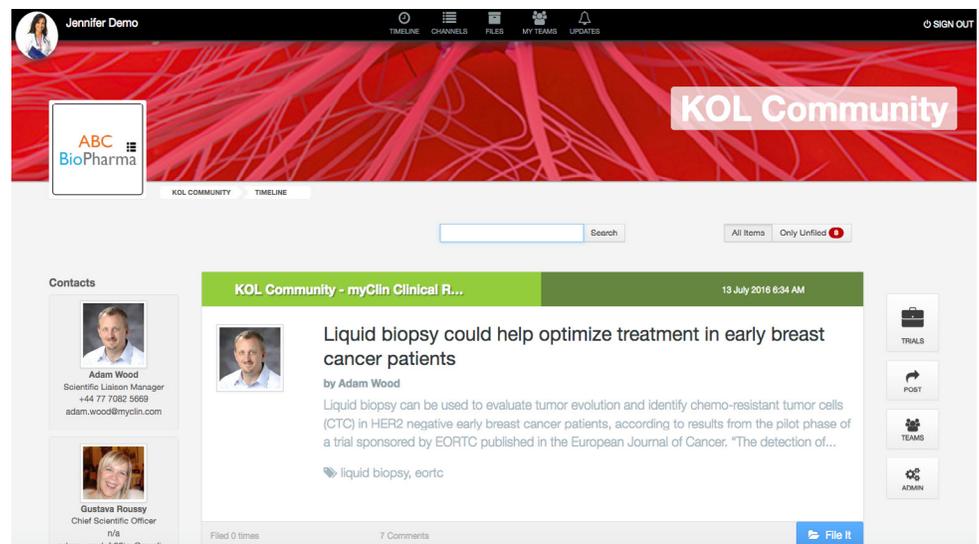
Answer faster technical, regulatory, or scientific questions



Share relevant knowledge and content in an engaging and trackable manner



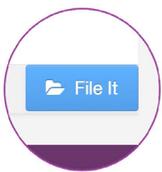
Promote high-quality networking opportunities for scientific leaders



The objectives of such online communities are directly supported by myClin's unique features.

- **Amplifying the KOL voice:** Sponsors typically value highly the input of KOLs in their therapeutic areas – myClin directly connects KOLs and scientific staff at the sponsor in a supportive and collaborative environment. It supports a dynamic and engaging dialogue around critical scientific matters.
- **Streamlined information:** myClin provides for a “news feed” of relevant and stimulating material that can be easily targeted and filtered. It allows for the voice of experts to be better heard and recognized across the network than via email, phone or video conferences.
- **High engagement:** The platform notifies participants of new content and drives them to access content. As an open forum, it facilitates high quality questions, comments, and discussions. It connects experts to those with similar interests and generate ideas for further collaboration.
- **Ease of use:** With a near zero learning curve, the clean user interface and timeline concept are easily understood at the outset allowing users to get productive and have an immediately positive experience. The content publishing process is straightforward: KOLs can communicate with sponsor staff with text, documents, or videos, across generations without the tool getting in the way.
- **Monitoring:** myClin helps you track who has received what information and when, and who has missed that information so far. It allows users to selectively opt in/out of threads of dialogue / channels. The “File It” feature documents staff acknowledgement of key information in real-time.
- **Secure access:** myClin features powerful user management abilities to easily and securely manage internal or external access to your KOL Community. myClin combines an extremely easy to use user interface with sufficient regulatory rigor to satisfy any external inspection.

In addition to the technology platform, the myClin team can also provide advice and guidance on driving team engagement both through channel design and usage guidelines, but also content creation and organization.



myClin scales the effectiveness of a small group discussion to a larger virtual setting.



myClin is the leading Software as a Service (SaaS) platform for essential Clinical Trial Compliance and Oversight. It allows for secure document exchange between sites, sponsors and CROs, automatically tracked study communications, centralized and accelerated study training, and unique Compliance Scoring insights.

The myClin Compliance Score gives all study stakeholders the ability to identify and measure hidden study compliance gaps. You can track and improve the readership of essential study documents and the delivery of critical study updates and training. It provides clear and objective metrics for all stakeholders to stay inspection-ready and ensure continuous and contemporaneous oversight.

Since 2008 our mission has been to leverage technology to enhance oversight, compliance, engagement and collaboration in clinical trials. The team of clinical research veterans that created myClin brought deep experience delivering clinical operations services and building feature-rich eClinical systems. Since then, myClin has been used across all phases of research, in global bi-pharmaceutical and device studies with thousands of clinical users.

myClin is headquartered in Philadelphia, PA, with offices in the United Kingdom.