



Who We Are

Impetus is the spark behind sustained healthcare stakeholder communication, collaboration, education, and insight synthesis.

We provide a turn-key, tailored, and "long-game" approach in connecting brands with their key stakeholders both synchronously and asynchronously through our customizable, easy-to-use, secure online collaboration platform.

Our Team & What We Stand For

Based in Toronto, Canada, our dynamic and passionate team consists of knowledgeable experts with decades of combined experience and diverse backgrounds in project management, digital and IT, academia, and pharmaceutical sales, marketing, brand commercialization, and product management.

Authenticity

Partnership

Simplicity

Value

The Impetus Impact

In 2018, 87% of our clients rated our tools and services as "Perfect" or "Almost perfect"

The remaining 13% thought we did "Pretty darn good"!

87%

99%

An incredible 99% of our clients' advisors reported positive experiences with our platform

Compared to in-person consultancy meetings, online meetings using the Impetus InSite Platform® result in:

30%

Increase in advisor engagement rates, guaranteeing an average of 90%

40%

Increase in the speed to insight-gathering and project completion

50%

Increase in the quantity and quality of insights

75%

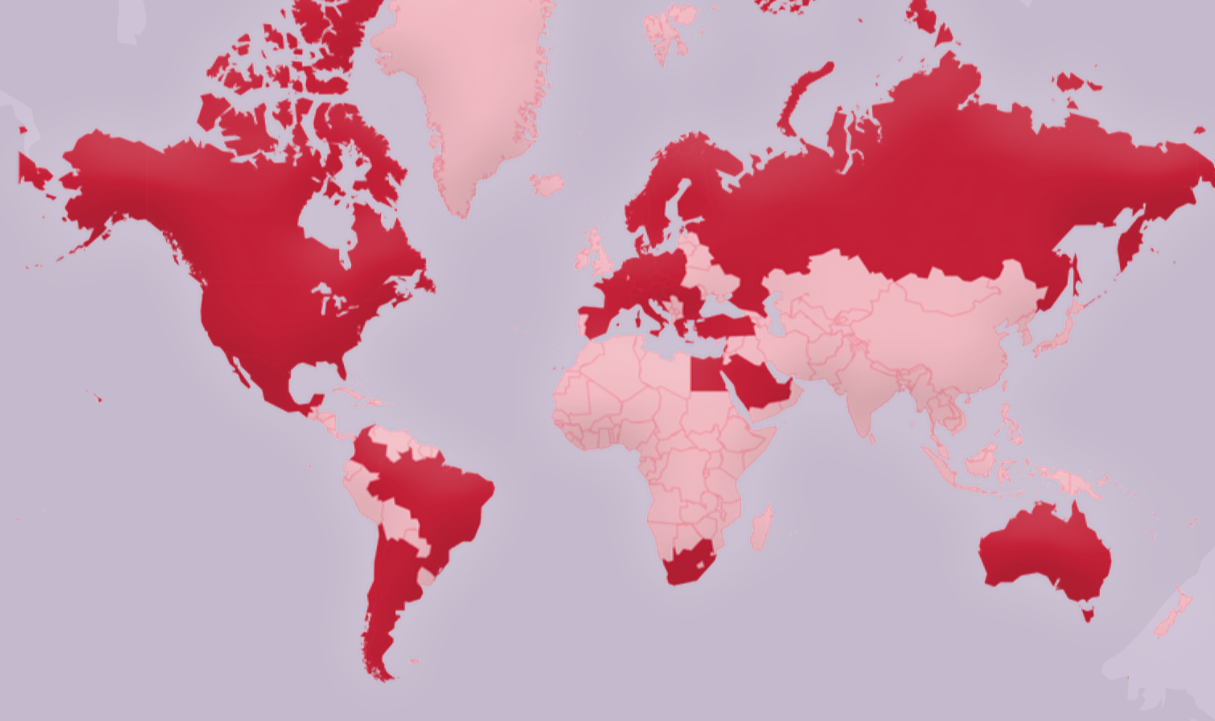
Decrease in costs

We Have Experience in Most Therapeutic Areas!

Cardiovascular Disease
Dermatology
Endocrinology
Family Medicine/General Practice
Fertility Medicine
Gastroenterology
Genetics
Gynecology
Hematology
Immunology
Infectious Diseases
Laboratory Medicine
Nephrology & Urology

Neurology
Nursing
Oncology
Ophthalmology
Pain Management
Pediatrics
Pharmacy
Physical Therapy & Sports Medicine
Psychiatry & Psychology
Pulmonology
Rare Diseases
Rheumatology
Surgery

We Work with Clients and Advisors Across the Globe



■ = Countries where Impetus Digital has client and/or advisor presence

Our Expertise

Digital

- Asynchronous external and internal advisory boards, working groups, and steering committees
- Interactive web meetings
- Digital platform for ongoing HCP, patient, payer, or investigator knowledge-sharing and collaboration
- Online medical education
- Online speaker training
- Technical support

In-person Consultancy

- Strategy, agenda, and meeting planning
- Facilitation
- On-site logistics and support
- Invitation and expense management
- Interactive "game-storming" workshops

Content Development

- Strategic consultation and value discovery process
- Content, presentation, and copy deck creation
- Medical and publication writing
- Detailed summary reports with insight analysis and strategic recommendations after each online or in-person meeting
- Translation services
- Customized adverse event monitoring

Professional Services

- Portal and webcast hosting and online security management
- Portal design and project programming
- Portal program and project management
- Stakeholder email and text message campaigns
- Portal activity tracking, monitoring, and transcript reporting
- Webcast recording and transcription services

Stakeholder Management

- Participant discovery and identification
- Participant recruitment and contracting
- Participant honoraria distribution and expense reimbursement

Our Turn-key, Completely Customizable, and Pharma-Compliant Virtual Platform Comprises Multiple Tools...

InSite Exchange™ Discussion Forums

Online Debates

Case Studies

InSite Selector™ Slide & Message Selection

InSite Surveyor™ Web Form Surveys

InSite Quick Exchange™

InSite Annotator™

Interactive Web Meetings

...That Can Serve Countless Purposes

Medical and Research

- Investigator meetings across study sites
- Study protocol and/or journal article co-development
- IND submissions
- Virtual trials
- Development of patient-centric trial designs

Regulatory and Reimbursement

- Regulatory drug submission, dossier, and product monograph reviews and annotations
- Collection of expert testimonials to validate and bolster submissions
- HEOR analyses
- Public and private drug formulary inclusion discussions
- "Beyond the pill" partnership discussions and planning

Marketing and Sales

- Market access strategies for new products, controversial therapies, new indications, biosimilars, and generics
- Determination of clinical relevance and application of novel clinical or real-world data
- Optimization of marketing and sales strategies
- Co-development of marketing and sales materials
- Internal advisory boards with sales representatives
- Direct communication between MSLS and HCPs via our virtual platform

Education

- Online CME
- Co-development of educational resources, tools, and materials
- Speaker training
- Virtual "train the trainer" mentorship programs

The Possibilities are Endless!