



SYSTEM ANALYTIC LAUNCHES SUPERFLY CORE – A POWERFUL ‘OUT OF THE BOX’ KOL MANAGEMENT TOOL

LONDON – System Analytic, a leading provider of KOL-focused digital tools and services for pharmaceutical companies, today announced the launch of a new generation of its novel Headline Video offering which enables pharmaceutical medical affairs, commercial, and publication teams to use machine-generated short-form video to maximise the communication of scientific data previously published through publications, abstracts, or posters.

Medical affairs, commercial, and publication teams in pharmaceutical companies spent significant time and money creating important publications, abstracts, and posters to communicate key scientific data and research. Not all physicians will have the opportunity, time, or access to be able to read the full original article outlining the important data or research.

So instead of asking them to read the full paper, Headline Videos enable them to watch a short, focused video summary of the publication on their phone instead.

The new generation of Headline Videos announced today enables the use of multilayer graphics that animate within the main video, to help create headline videos of up to 3 minutes in length, but still at a fraction of the price of traditional videos.

Unlike traditional video abstracts or enhanced videos, Headline Videos are created semi-automatically using predesigned template, set scenes, and machine intelligence, with medical writer input to ensure the accuracy of key message content which always references the original publication. KOLs involved in the original publication, abstract, a poster can also contribute to Headline Video content.

This enables Headline Videos to be generated rapidly and cost effectively, translated easily, and be shared across all digital social media channels with complete ease.

Dr Sanjay Singhvi, a Director at System Analytic, said “Attention spans are dropping, the consumption of short form video on mobile devices is rising, and machines are taking over, so naturally we combined all of this to create a new powerful innovative channel through which our clients can communicate previously published scientific data to a much wider healthcare audience. Reading a scientific publication in full is always good, but sometimes watching the key points about it on your phone while having a coffee or gin can be easier, and that’s why our clients love Headline Video”.

-ENDS-



About System Analytic:

Our visionary digital tools and world-class services help our clients to identify, understand, and engage with the most important people in their world. As a company, this is all we think about, this is all we do - and we do it with an analytical intensity and brilliance unmatched by anyone else.

We combine the best of medicine with the best of technology to create innovative offerings that are characterized by transparency, collaboration, and trust. That's why the world's leading pharma companies and the world's leading physicians entrust us with their confidence - and we do everything in our power to justify the faith they place in us.

System Analytic is a WPP company.

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