At JPA, we understand the complexities of a successful patient advocacy program.

For over a decade, JPA has been helping our clients become leaders in advocacy relations. Using our proprietary tools, JPA works with clients to gather intelligence and identify opportunities for engagement with the right organizations.

Whether you are interested in understanding a specific therapeutic area or if you are looking to develop collaborative partnerships, the Gretel™ Profiler can help.

Every few years we do extensive mapping on key patient organizations. But the research is so quickly out of date.

Our internal team is growing and it can be difficult to keep track of who has had what conversation with our advocate partners.

I wish there was a grant management system that was accessible and easy to use.

The Gretel Profiler is a custom, online resource used to zero-in on groups that most closely align with our clients’ project objectives.

The award-winning Profiler has become the industry standard among leading biotech and major pharmaceutical companies, including EMD Serono, Merck and Bristol-Myers Squibb.

The Profiler provides deep analysis of local, national and international patient and professional organizations. While new organizations are added on a project basis, over 2,000 organizations in 40+ countries have been profiled to date. Integration of real-time social media data makes this tool the most current, customizable database for organizational contacts and events.

The Profiler is built on a powerful and secure cloud database assuring that all data remains safe and secure. All interactions are performed with SSL security and work across browsers and mobile devices.
The Gretel Profiler contains a suite of tools that allows companies to develop closer relationships with organizations.

### Contact Profiles
View contact information for organizational leadership, board of directors and advisory committee members. These profiles include integration with LinkedIn, quickly enabling the user to see mutual connections and recent posts made on Twitter.

### Event Calendar
Track medical meetings and fundraising events.

### Touchpoints
Develop a database of ongoing interactions within the organizations.

### Corporate Giving Dashboard
Capture and track donations and grants to nonprofit or professional organizations.

To meet the needs of global companies, the Profiler can be set up to control security levels so that only the person assigned to a specific organization or region can view and edit information.

---

## Tracking Success

At a glance, clients can track the level of interaction they have with key advocacy groups and/or the interactions performed by each team member.

In this example, values were assigned for each interaction with the advocacy groups. Scores are weighted based on the importance of the interaction to the client (e.g., 1-to-1 meetings are given a higher score than email correspondence).

Reports are generated both by month or by organization and include details along with the chart. A similar report can be generated based on the team member who had the interactions, allowing for progress reports.
No two clients have the same research needs. With this in mind, JPA’s team of advocacy experts can provide custom research to uncover key insights. This enables clients to delve deeper into a particular topic.

- Custom research typically includes:
  - Mission, focus, reach and primary audiences
  - Perceived credibility, influence and political impact
  - Existing partnerships and/or funding streams
  - Unique assets or areas of interest (i.e., clinical trials, disease education, patient support services)

Once the mapping is complete, JPA’s advocacy team applies a proven process to analyze strengths and identify appropriate partners. Organizations are ranked based on pre-determined criteria. These rankings are displayed in easy-to-read charts, allowing for targeting of organizations for specific activities.

**Meaningful Deliverables**