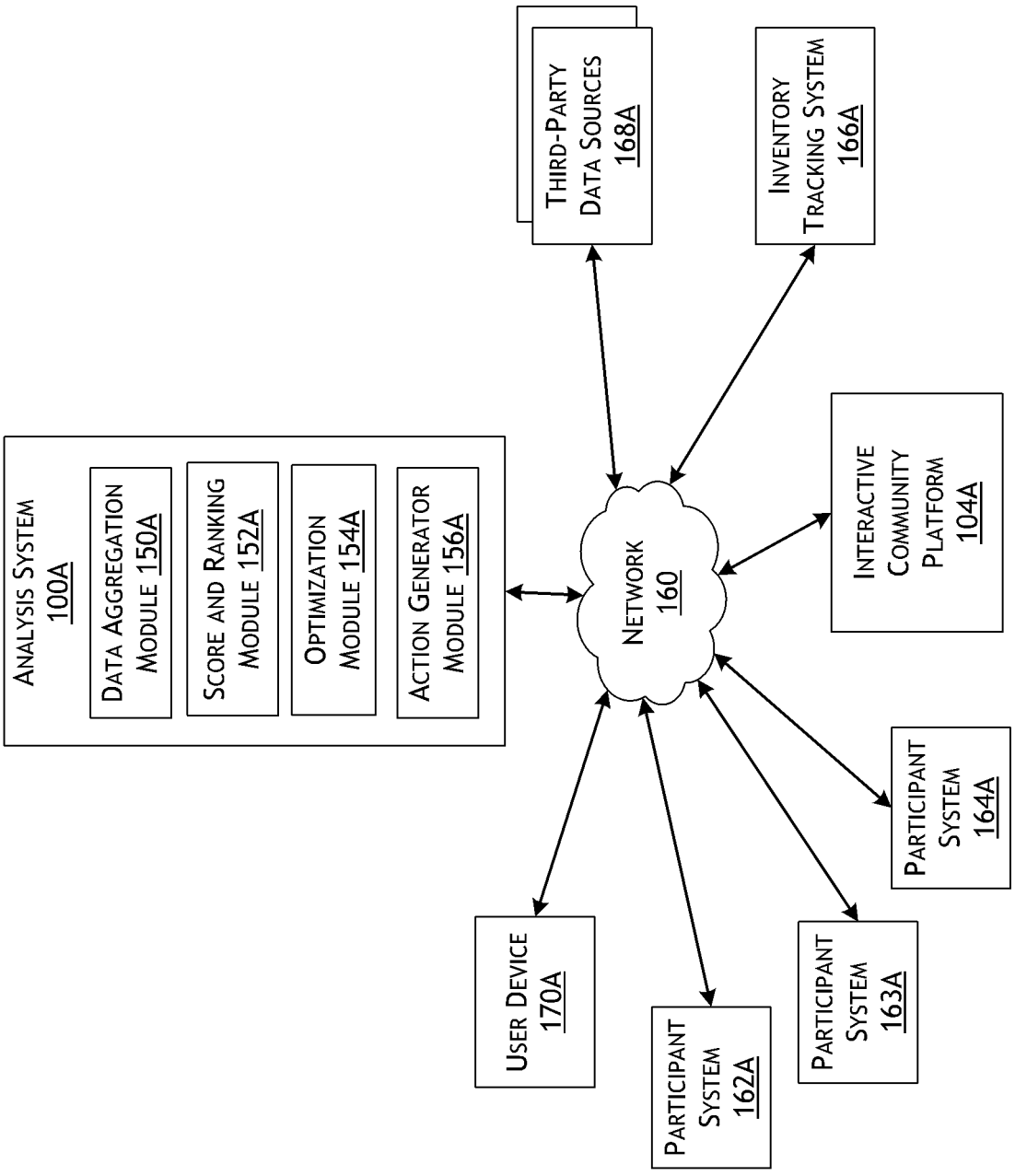

Analysis System 100A
Data Aggregation Module 150A
Score and Ranking Module 152A
Optimization Module 154A
Action Generator Module 156A
Network 160
Third-Party Data Sources 168A
Inventory Tracking System 166A
Interactive Community Platform 104A
Participant System 164A
Participant System 163A
Participant System 162A
User Device 170A

FIGURE 1A

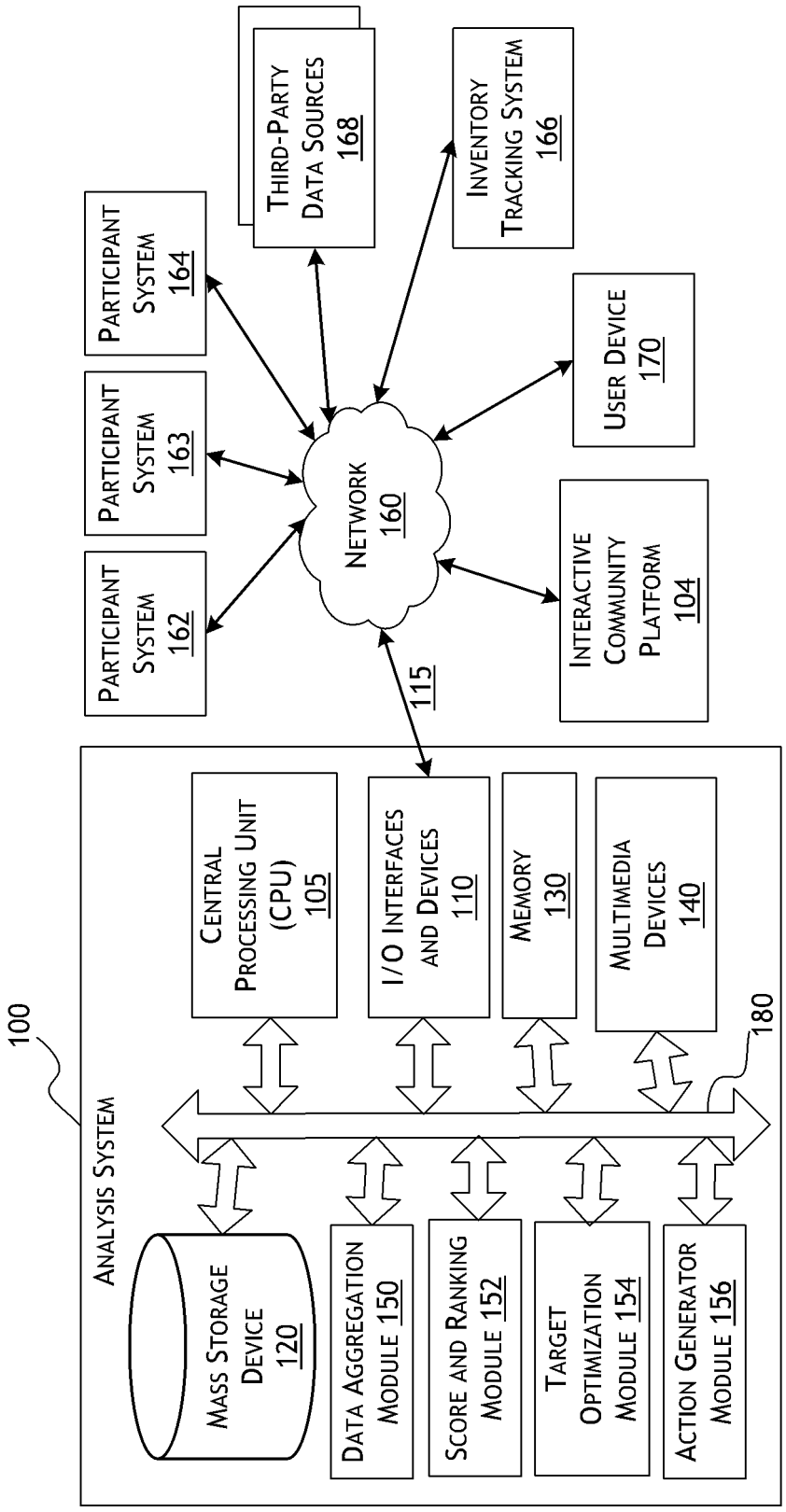
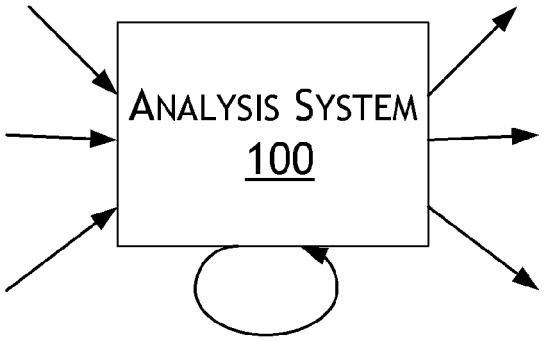

100
Analysis System
Mass Storage Device 120
Data Aggregation Module 150
Score and Ranking Module 152
Target Optimization Module 154
Action Generator Module 156
Central Processing Unit (CPU) 105
I/O Interfaces and Devices 110
Memory 130
Multimedia Devices 140
180
115
Network 160
Participant System 162
Participant System 163
Participant System 164
Third-Party Data Sources 168
Inventory Tracking System 166
User Device 170
Interactive Community Platform 104

FIGURE 1B

Provide data related to at least one of the following for each of one or more participants:

- Purchasing/business volume information
- Peer influence data
- Reputation, ethics
- Publications, papers, research
- Presentations, podium time
- Patents filed or issued
- Feedback from end-consumers (e.g., patients)
- Education module results
- Accuracy in case studies or clinical games
- Participation in votes, blogs, posts, surveys, or other online interaction
- Feedback regarding products or services
- Investment levels in one or more companies



Determine influence scores for one or more participants, identify key opinion leaders, and/or generate report(s) regarding a target based on aggregated information

Use data and/or reports from Analysis System for one or more of the following:

- Make business decisions related to operations, product development, marketing and/or allocation of resources
- Determine "X factors" likely to increase market share for a participant, company, product and/or service
- Optimize a participant's practice or business
- Optimize a target product or service
- Optimize a target company
- Analyze a company, product and/or service for acquisition or investment
- Conduct market research
- Identify market trends

FIGURE 2

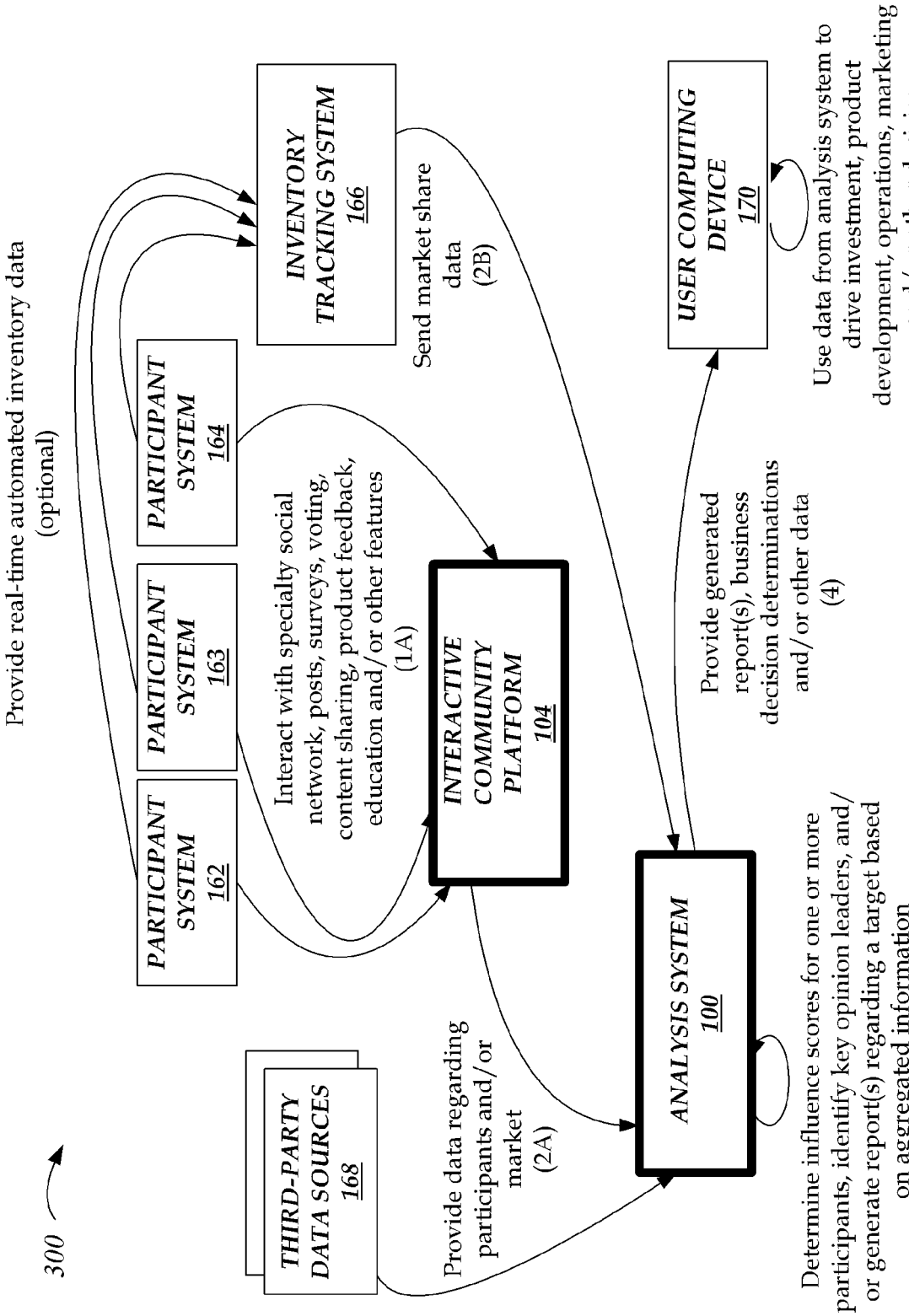

300
Provide real-time automated inventory data
(optional)
PARTICIPANT SYSTEM 162
PARTICIPANT SYSTEM 163
PARTICIPANT SYSTEM 164
INVENTORY TRACKING SYSTEM 166
THIRD-PARTY DATA SOURCES 168
INTERACTIVE COMMUNITY PLATFORM 104
ANALYSIS SYSTEM 100
USER COMPUTING DEVICE 170
Interact with specialty social network, posts, surveys, voting, content sharing, product feedback, education and/or other features
(1A)
Send market share data
(2B)
Provide data regarding participants and/or market
(2A)
Provide generated report(s), business decision determinations and/or other data
(4)
Use data from analysis system to drive investment, product development, operations, marketing and/or other decision
(5)
Determine influence scores for one or more participants, identify key opinion leaders, and/or generate report(s) regarding a target based on aggregated information
(3)

FIGURE 3

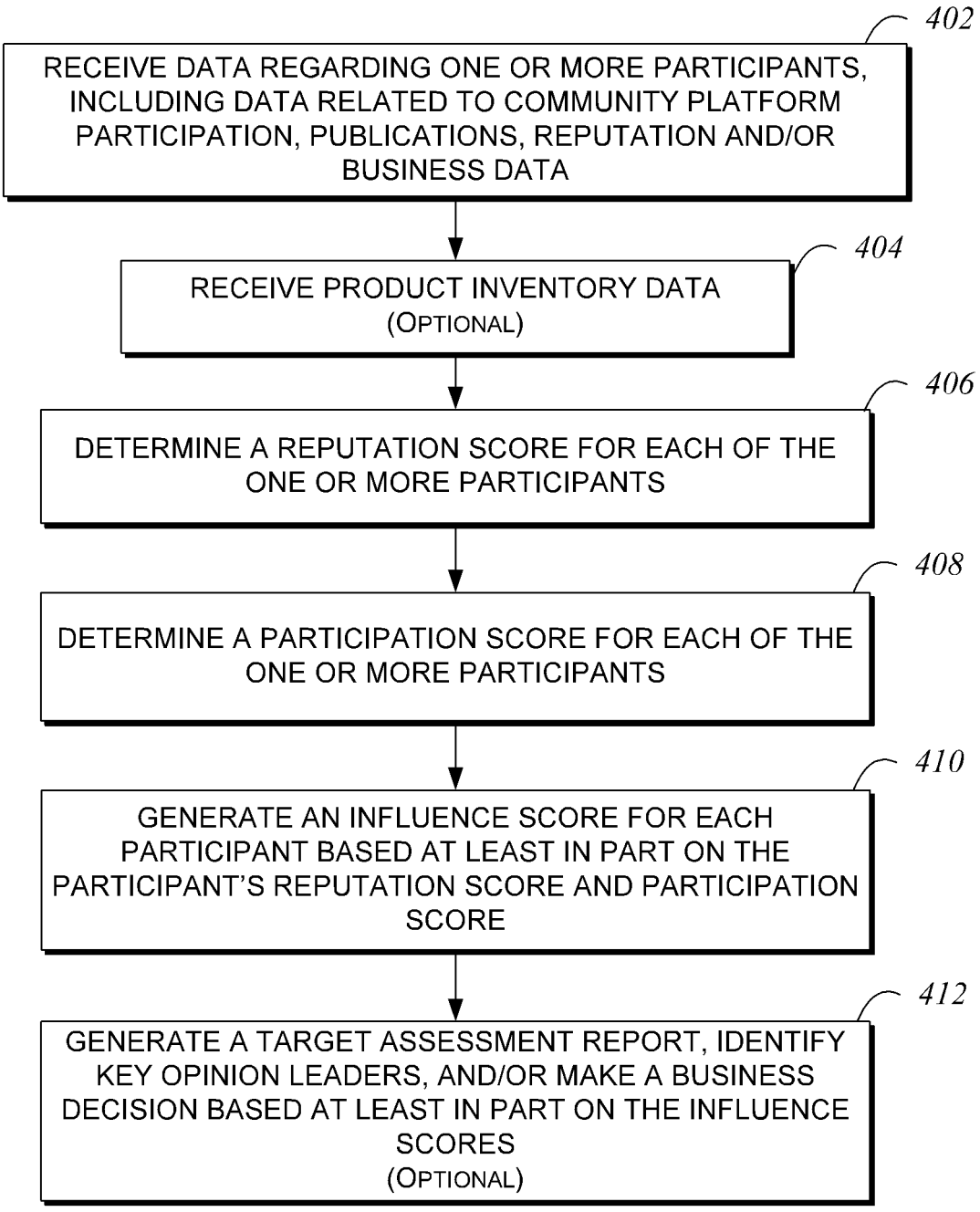

402
RECEIVE DATA REGARDING ONE OR MORE PARTICIPANTS, INCLUDING DATA RELATED TO COMMUNITY PLATFORM PARTICIPATION, PUBLICATIONS, REPUTATION AND/OR BUSINESS DATA
404
RECEIVE PRODUCT INVENTORY DATA (OPTIONAL)
406
DETERMINE A REPUTATION SCORE FOR EACH OF THE ONE OR MORE PARTICIPANTS
408
DETERMINE A PARTICIPATION SCORE FOR EACH OF THE ONE OR MORE PARTICIPANTS
410
GENERATE AN INFLUENCE SCORE FOR EACH PARTICIPANT BASED AT LEAST IN PART ON THE PARTICIPANT'S REPUTATION SCORE AND PARTICIPATION SCORE
412
GENERATE A TARGET ASSESSMENT REPORT, IDENTIFY KEY OPINION LEADERS, AND/OR MAKE A BUSINESS DECISION BASED AT LEAST IN PART ON THE INFLUENCE SCORES (OPTIONAL)

FIGURE 4