

KOL Engagement - Case Study

- One of the 3 top COPD companies in India: Client was doing an All India launch of an innovative formulation.
- As part of the All-India launch, Client's Acute Care division planned a digital (online) launch of this new formulation.
- 200-Mumbai based doctors from specialties including Orthopaedic, and Consulting physicians were invited to join this online launch.
- Along with this online product launch, we also planned a set of 2 cycle activities (Total 6: mix of web-meetings, online discussion forums, and feedback-surveys) for 200 select doctors for better engagement for an extended period of 6-months
- Client had 2-International KOLs to address these 200 doctors during web-meetings, and lead forum discussions (from its Australian partner, innovator).
- KOLs and Peers also created an online platform for these 200 doctors to connect regularly with International KOLs, to discuss queries, science behind the product, and share various content.

1. BEFORE LAUNCH:

- Online Survey – to find out What do they think about the drug and specially this new kind of formulation
- Discussion Forum – to uncover all possible queries and concerns from participating doctors. 1-week

2. LAUNCH:

- Main online launch event (Webinar)
- Survey to get feedback on the launch event

3. POST LAUNCH:

- Discussion Forum to connect the Launch speaker / KOL with the launch participants for 2-weeks.
- Web-meeting with 1-international & 2 Indian KOLs. To engage Indian KOLs to lead upcoming events.
- Survey for feedback, Queries & objection collection.

An Indian MNC, wanted to engage select knowledge driven KOLs in Oncology and Haematology specialty particularly from a French speaking country. With these target KOLs, client needed to share the upcoming trends and recent developments within a selected topic & further have these KOLs as an integral part of knowledge dissemination & awareness program. We successfully extended a complete support to the client beginning with consenting up to 99% KOLs (communication in French), researching new content every month as per the KOL's requirement & sharing the same with them, constantly following up with the KOL regarding any change in their content need.