

KOL Identification - Case Study

One of the top oncology companies in the MENA region was looking to re-launch a product. For this re-launch, they were specifically focused on breast cancer KOLs preferring biologics. While we did the KOL Identification, we looked at all the activities the KOLs did within oncology but only in the breast cancer space. For instance, we specifically looked for articles done by the KOL on breast cancer, trials participated by the KOL w.r.t breast cancer and biologics, speaking events for breast cancer. All this was evidence based backed with proofs and counts. This activity provided our client a holistic view and complete visibility on why the select KOLs are the right choice for this re-launch. Client was also able to revalidate their existing list of KOLs with this exercise.