

KOL Identification and Profiling - Case Study

One of the top 3 MNCs, client was planning to launch a novel drug for a rare disease across Asian countries. As a part of this launch, client wanted to Identify and Profile leading KOLs who have had worked on the given molecule and the therapy area. We identified and profiled about 100 new KOLs fitting the brief. This Identification and Profiling lead to a successful launch benefiting the client in following manner:

- Client expanded their reach in the Asian market by identifying new KOLs.
- Profiling-mapping helped them establish engaging dialogue with these KOLs, and they built a strong professional relationship with the KOLs hence strengthening their product portfolio.
- Unbiased KOL Identification helped them in selecting relevant speaker based on KOL's recent interest areas and targeted event planning.
- With network influence map, client was able view every KOL's professional network based on levels of commonalities. This also aided them in identifying local level communities of influence.
- Identification and Profiling of just the right KOLs scored the client in targeted engagement planning.