

PROFILER - Case Study

A top MNC, took access to the PROFILER for 10 users based out of a South-east Asian country. They specifically looked at following therapy areas: Oncology, Anti-infectives and rare diseases. Up to 250 select KOLs have been profiled in the PROFILER.

The **PROFILER**:

- Provided our client a complete visibility on the doctor's profile-recent interest areas, digital footprint, network map, his professional associations, publications, clinical trials.
- Provided an access to all the information at one single place. Helped them filter KOLs based on different specialties, sub-specialties, areas of interests giving them an ease to refine KOLs based on any marketing initiative.
- Gave them a visibility on the digital footprints of every KOL that made them engage these KOLs accordingly. Through the network map, client was able to find a KOL's connections w.r.t different activities done by the HCPs together that aided them in planning various events successfully.