

Identifying Relevant Key Opinion Leaders via a Single, Unified Platform

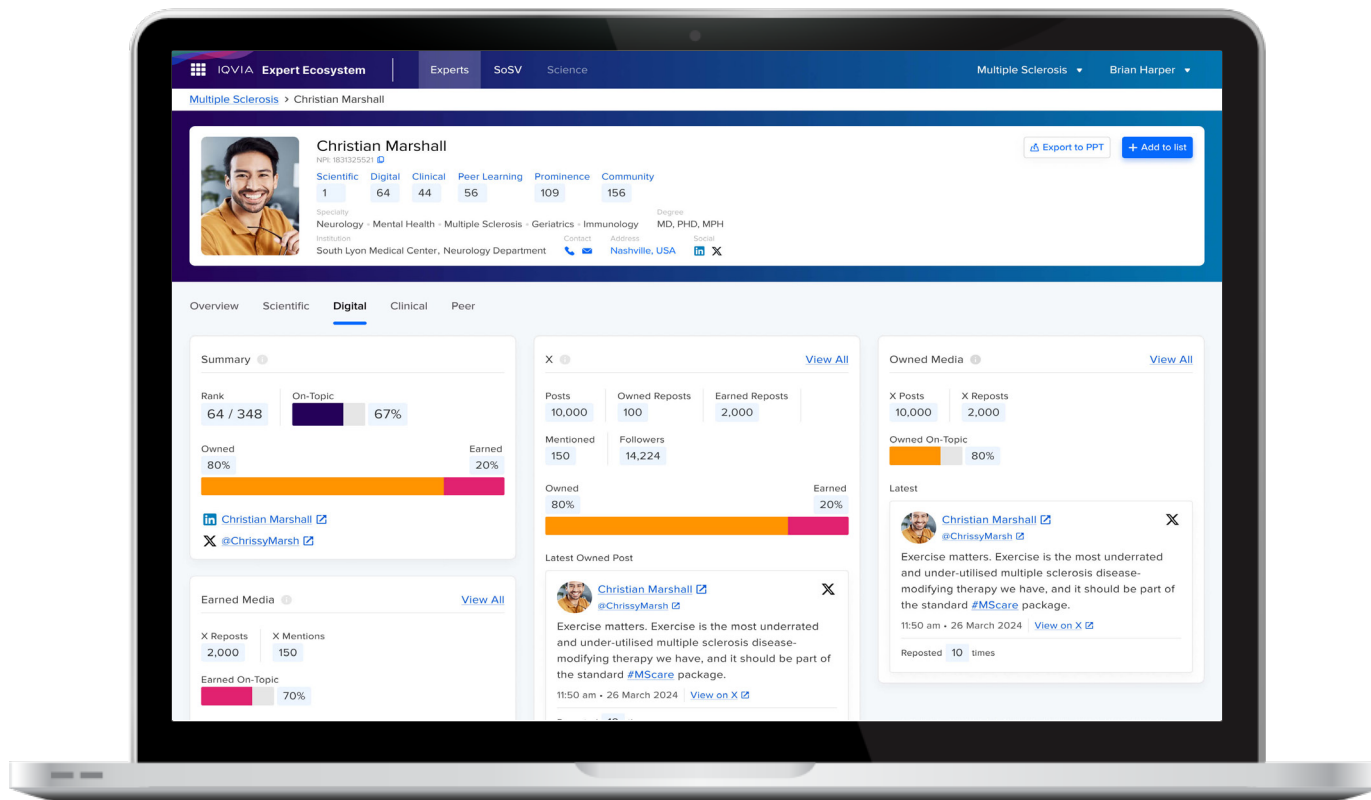
A top 20 pharma client identified and profiled KOLs and digital opinion leaders with significant academic and digital contributions for more meaningful stakeholder dialogues

Situation and Challenge

An IQVIA client developing a product for multiple rare blood disorders (including sickle cell disease and beta thalassemia) needed to expand its key opinion leader (KOL) reach. The client needed to consider both the academic and digital contributions of target KOLs in order to ensure their relevance for engagement.

Solution

The client engaged IQVIA's Expert Ecosystem platform for KOL identification and profiling. Following identification of relevant KOLs, a detailed gap analysis was performed to find those that were both rising stars in their area of expertise and digital opinion leaders (DOLs). The gap analysis was then reviewed by the client's key leadership, enabling them to develop an optimized plan for KOL engagement.



Results and implications



A total of **22 rising star KOLs and 48 DOLs**, were identified via the Expert Ecosystem platform



The client selected 14 rising stars to profile, 8 of which were also DOLs. These profiles were linked in the database so their academic work and digital presence could be clearly viewed



The client was then able to focus their engagement efforts on these newly- identified 'dual skill' experts

Key takeaways

- The client saved valuable time and effort with the ability to search for experts with significant academic and digital contributions via one platform powered by multiple datasets
- Reviewing both academic and digital contributions enabled the client to focus on the most relevant experts for their specific need
- The client was able to develop tailored engagement plans based on expert contributions