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# Improving Launch by Identifying and Profiling the Most Relevant KOLs

A client enhanced their Medical Affairs outreach and dramatically increased their share of mention in publications and conferences, leading to improved ROI

Situation and Challenge

A pharma client launching a new product in a highly competitive therapy area needed a new data-driven approach to identification of key opinion leaders (KOLs) as well as a robust method to monitor the impact of their KOL engagement efforts. The client was new to this therapy area, presenting additional challenges for launch.

Solution

The client engaged IQVIA for stakeholder identification and profiling. IQVIA leveraged claims data to identify clinical leaders and social media data to identify digital opinion leaders (DOLs). IQVIA also developed alerts on the latest relevant science, thereby improving the relevance and timing of client interactions.
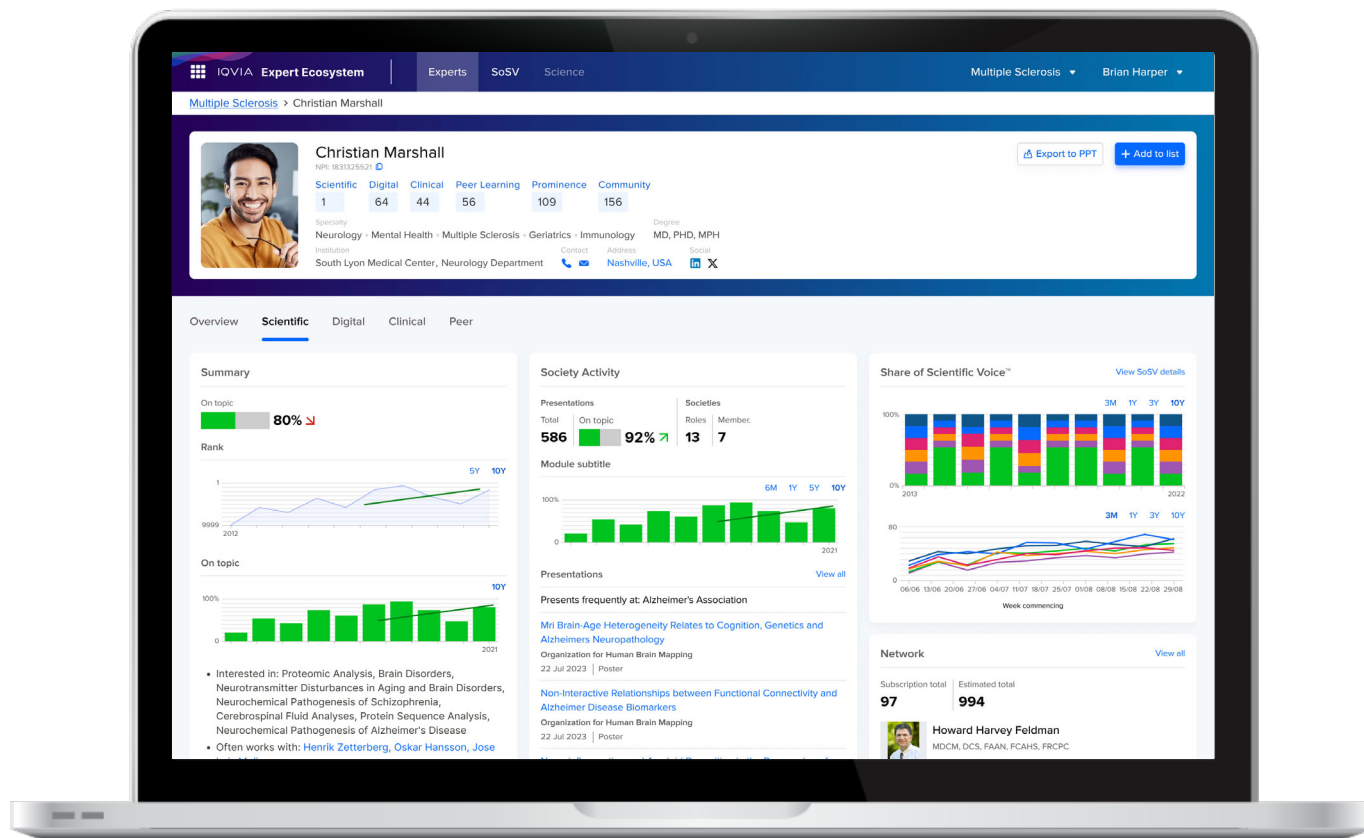
In order to monitor the impact of their activities, the client leveraged IQVIA Share of Scientific Voice (SoSV™). This allowed the client to measure and compare their share of mentions in publishing and conferences vs. competitors. SoSV™ helped the client to appropriately size their Medical Affairs teams and allowed them to measure impact across the top 2000 KOLs identified.
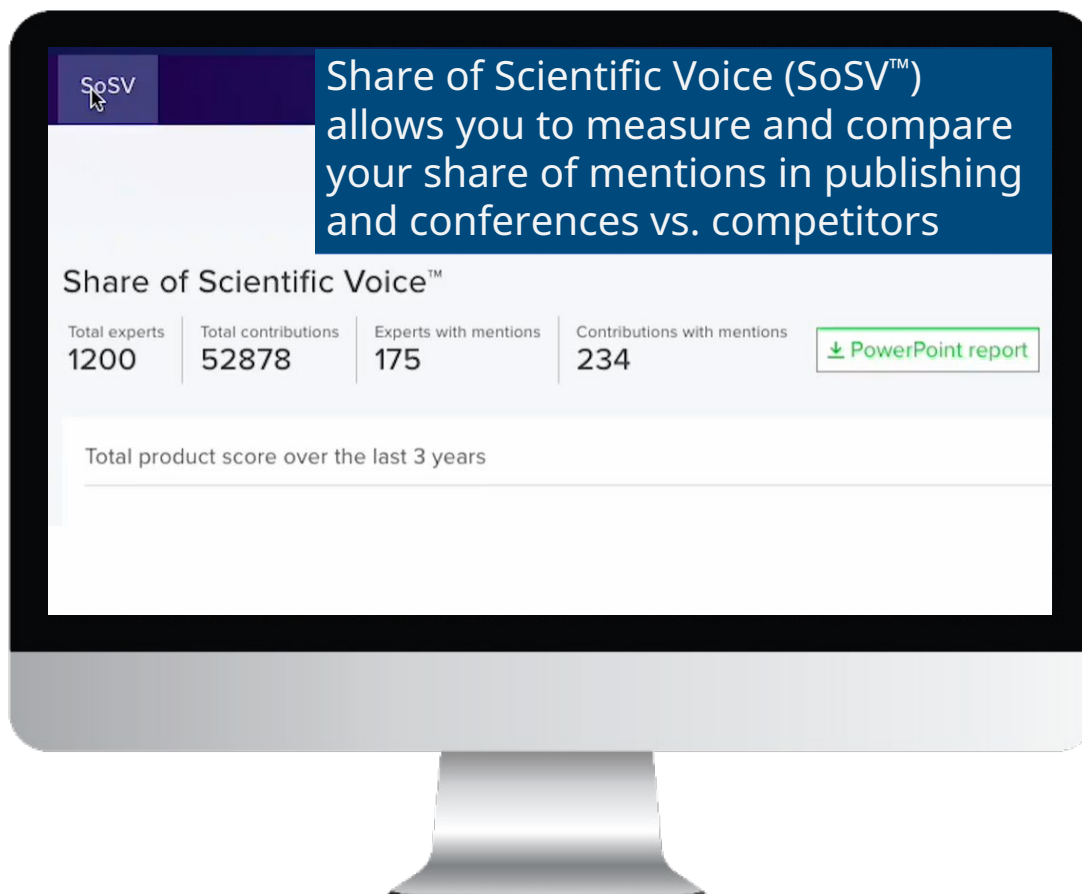
Results and implications

Through the engagement with IQVIA, the client was able to optimize their Medical Affairs engagement activities. The client:

- Saved each medical science liaison (MSLs) between 4 and 6 hours of KOL research time per week, leading to a savings of $2.5M annually

- Was able to prioritize their KOLs in order to engage with the KOLs most relevant to their therapy

- Significantly increased their share of mentions in publications and conferences compared to competitors