

# From Volume to Value: Enhancing Thought Leader Liaison (TLL) Targeting Through Peer Learning Insights in the U.S. Atrial Fibrillation Market

*A leading pharma client redefined its TLL targeting strategy by leveraging peer learning insights to improve engagement and downstream impact*

## Situation and challenge

A pharmaceutical client operating in the Atrial Fibrillation (AFib) space sought to move beyond traditional TLL targeting methods, which were primarily based on prescription volume. The client's existing approach assigned each TLL approximately 150 Healthcare Professionals (HCPs) from a static list of ~1,700 HCPs. Recognizing the limitations of this model, the client looked to IQVIA to explore a more dynamic, network-driven strategy that could better reflect real-world impact and peer-to-peer interactions.

## Solution

Using the capabilities of its multi-dimensional Expert Ecosystem platform for Key Opinion Leader identification and profiling, IQVIA developed a comprehensive view of thought leadership within the AFib market by analyzing peer learning networks and clinical impact. The approach included:

- Mapping peer-to-peer interactions and Communities of Practice (CoPs).
- Assessing each leader's connected value, which measures the leader's impact on the treatment behavior of that leader's followers.
- Tiering, segmenting, and scoring each leader and CoP to prioritize for TLL engagement.



This learning network-focused methodology enabled the identification of **951 high-impact** thought leaders for targeted engagement.

# Results and implications

## Key takeaways:

- The client adopted a completely new TLL targeting list based on the analysis.
- The new approach enabled more **precise** and **meaningful** engagement with impactful HCPs.
- Insights from the learning network model are now being applied to:
  - » Enhance HCP targeting.
  - » Improve message dissemination.
  - » Increase the effectiveness of medical education.
  - » Optimize omnichannel strategies.

