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From Insight to Action: IQVIA Peer Expert Leads to Significant Cost-Savings in MSL Planning

A biotech company preparing for its first product launch leveraged IQVIA's Peer Learning Insights to reduce costs and enhance Key Opinion Leader (KOL) engagement efficiency

Situation and challenge

A small Massachusetts-based biotech firm with fewer than 30 employees was preparing to launch its first product for osteoporosis following positive Phase III trial results. The company initially planned to hire up to 24 Medical Science Liaisons (MSLs) to educate physicians on secondary fracture prevention. However, leadership sought a more data-driven approach to ensure optimal resource allocation and territory design.

Solution

Utilizing the full capabilities of its Expert Ecosystem platform to uncover and profile high-impact KOLs, the client engaged IQVIA for access to the Peer Expert dataset. This enabled them to:

- Identify and map osteoporosis Thought Leaders (TLs) across the U.S. using peer nomination data.

- Align MSL territories based on the geographic distribution and impact of these TLs.

- Reassess their original MSL hiring plan with a focus on efficiency and impact.

Results and implications

Key takeaways:

- The client reduced their planned MSL team from 24 to 18, optimizing coverage without compromising engagement quality.

- Achieved an estimated cost savings of **~$1.2 million**.

- Maximized the effectiveness of KOL interactions by targeting the most impactful TLs identified through peer insights.