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From Blind Spots to Insights: Revolutionizing KOL Engagement with Unified Data

The biopharmaceutical industry is characterized by rapid advancements and intense competition, and companies must continuously innovate and adapt to stay ahead. Engaging Key Opinion Leaders (KOLs) is crucial for driving scientific discourse, guiding clinical practices, and ensuring successful product launches. However, the complexity of managing KOL relationships and the need for comprehensive, accurate data present significant challenges.

Situation

The customer, a major player in the biopharmaceutical industry, faced a significant challenge with their existing strategy for engaging KOLs in their customer engagement activities. They needed a single supplier of KOL experts, along with a robust platform for their field teams and access to comprehensive data to inform global business decisions. Their goal was clear — efficiently identify suitable experts and align them with engagement activities. However, the reality was far from ideal.

Without a unified approach, the customer struggled with fragmented data sources, leading to blind spots in their strategy. This lack of visibility and coordination among cross-functional teams created a muddled environment where communication could be lost in translation. This situation created the likelihood that highly valuable experts would feel frustrated and disconnected, preventing them from contributing effectively to the customer's mission.

Challenge

The company needed to implement a comprehensive solution that provided extensive global HCP data coverage. Their goal was to obtain dynamic and precise scientific

profiles in their top 15 therapeutic areas. This would not only improve insights into clinical leaders but also help identify and address critical care gaps.

"They required a system that ensured data integrity and seamless integration for internal enablement, so they envisioned a unified platform that could bridge the gaps between clinical, medical, and commercial teams, fostering collaboration and enhancing decision making."

As they embarked on this journey, the customer sought a partner who could deliver on these ambitious goals. They needed a solution that was not only robust and reliable, but also adaptable to the ever-evolving healthcare landscape.

By addressing these challenges, the company aimed to transform its operations, fostering a collaborative atmosphere where experts could thrive and drive impactful decisions.

Solution

1 Dynamic and unmatched scientific profiles

- Provided field teams access to the most current scientific information for engagements

- Created territories and lists, allowing field teams to receive weekly email updates on their KOLs for immediate action

- Data was updated weekly to remain current and accurate, ensuring effective engagement

2 More accurate insights to drive strategy

- Utilized best-in-class claims and medical data to expand stakeholder utilization across the enterprise

- Enhanced strategic decision making by offering deeper and more accurate insights into clinical leaders

- Gained ability to measure impact and outcomes with comprehensive, accurate, and near-real-time data, track progress over time, and adjust strategies efficiently

3 Data integrity and integration

- Supported by accurate and reliable, industry-leading data and insights, the customer implemented a "single source of truth" to ensure that internal models, such as Next Best Action, utilize KOL data to drive specific engagement strategies that are both timely and pertinent

- Informed field and omnichannel activities with accurate and comprehensive data

4 Unifying technology and data

- Achieved a unified and complete view of all experts, including their Share of Scientific Voice (SoSV)

- Cross-functional teams improved visibility and alignment on engagement activities and experts, enabling improved strategic planning, more aligned interactions, and congress planning

IQVIA's data expanded coverage by over 50%, including more experts in their therapeutic areas globally.

50%

Reducing vendors and eliminating blind spots through a single source can result in cost savings and platform unification. This approach enables a comprehensive view of the customer, which facilitates consistent engagement across teams. It also allows for more strategic planning around interactions, particularly at congresses, ensuring multiple teams are not engaging with the same healthcare professionals simultaneously.

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