

Composable Intelligence for Key Opinion Leader Strategy and Engagement

MSLs and the scientific discourse they lead are critical to the advancement of lifesaving treatments. It can be time consuming to dig through data to discover significant and influential Key Opinion Leaders (KOLs) and Rising Stars. Once identified, establishing meaningful communication and connection requires trust and influence with not only the HCP but also their patients to understand the full scope of their sphere of influence, networks, and associations.

The Ask



H1 was tapped by a top pharma company to infuse their MSL workflow with contextualized and easy-to-manipulate HCP knowledge to increase their KOL lists and meaningful engagements.

The Problem

A European pharma client needed to develop a richer understanding of treatment and therapy for rare renal and chronic kidney conditions/diseases.



The Solution

H1 provided key strategic and in-depth data to identify top French KOLs:



Map KOLs to society, network, and membership associations



Segment pediatric experts from adult experts



Identify educational KOLs and clinical research KOLs



Identify KOL main indication of focus

The Results

H1 delivered the following results:



~ 120

Country specific KOLs



84

Net new KOLs



Society affiliations



Relevant publications



Relevant clinical trials



Relevant guideline authorship



Relevant congresses mapped

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