



Social Media, Research, & A Digital Front Door: The Emergence of Digital Opinion Leaders - A Best Practices Guide

A New Brand of KOL

Historically, the pharmaceutical and life sciences industry's medical breakthroughs have come through esteemed researchers from prestigious academic institutions and then were disseminated in established publications or presented at congresses.

Today, HCPs are taking to the internet to release new research or create a digital research community in real-time. Through social media channels like Twitter, the new thought leaders or digital opinion leaders (DOLs) share research and reach a broader audience with digital influence and presence.

Social media has transformed thought leadership, and if you're not engaging DOLs, sometimes known as Rising Stars, your teams may be missing a chance to engage in some of the industry's most impactful and diverse work.

DOLs are often on the front lines of patient care and make up a new brand of key opinion and thought leaders who are most active on social media and Twitter by reach (tweets x followers) and social influence in their respective therapeutic areas. We have outlined some best practices to identify and reach them.



Key Insights for Focused DOL Identification



Top KOLs on Twitter

- Profiles in each therapeutic area
- Pubs, claims, trials, etc.
- Twitter "profile" frequency of posts, stats (followers, etc.)



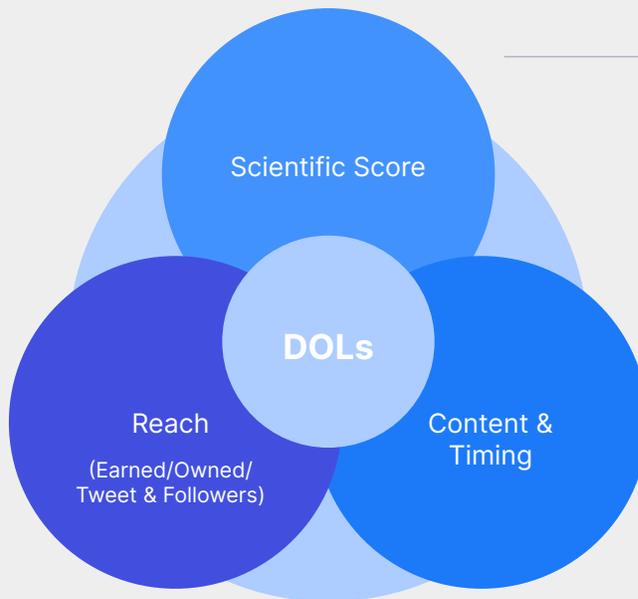
What are they tweeting about?

- Themes
- Hashtags
- Timelines
- Conferences
- Network (re-tweets)



Best Practices for Identifying DOLs

Opportunities from Social Analysis



Prioritize the top KOLs that embody all three of the key attributes.

Themes, topics, and interest areas that align best with your organizational strategy.

Follow conversations, tweets, and activities.

Identify opportunities to engage and where to contribute to the relevant discussion.



H1's HCP Universe: How H1 Helps Surface DOLs

☆ Proprietary algorithms identify Rising Stars and emerging digital leaders across each therapeutic area and zero in on the HCPs that cannot be placed through claims, industry payments, or publications.

☆ For one client, HCP Universe improved the identification of KOLs and Rising Stars by 275% across 25+ countries.

☆ Other global pharma clients used HCP Universe to engage digital leaders and saw a 46% increase in Digital Share of Voice within six months.

☆ HCP Universe can increase Rising Star target lists by 40%.

H1's HCP Universe supercharges digital opinion leader identification and engagement. To request a demo or learn more, visit h1.co.