

Case Study

How a Globally Focused Medical Affairs Team Leveraged H1 to Increase Digital Share of Voice by 45%

Background & overview:

Our client, a global medical affairs team with a focus in dermatology, has dedicated significant time (as has their competition) trying to answer this age-old question - Who are the Healthcare Professionals (HCPs) in my brand's space that have the power to influence market perception? In an industry that has gone to great lengths to identify, profile, and build relationships with Key Opinion Leaders (KOLs), the significance and influence of Digital Opinion Leadership (DOL) has never been clearer than in recent years. Social media has transformed thought leadership and driven the emergence of an entirely different species with reach extending beyond the confines of congresses, advisory boards, and other conventional activities. The challenge identifying DOLs via social channels is in the ability to distill the noise from what matters. With past success leveraging H1 to identify KOLs, our client entrusted us with the task of uncovering DOLs for future engagement.

Through custom twitter analyses including scientific reach, influence examination, and thematic exploration, H1 enabled our client to remain competitive in an increasingly digital landscape.

H1's approach:

Step 1:

Conduct proprietary xPERT ID analysis focusing on digital activity relative to client's indications in dermatology.

Step 2:

Examine influence of top 50 results leveraging custom twitter analysis.

Step 3:

Develop thematic insights for strategic engagement planning.



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Actions & impact:

Delivered a list of the top 50 DOLs relative to the client's indications in dermatology, 8 of which were previously identified as KOLs.



Our client saw an 81% increase in overall engagement targets, noting improved engagement with the 8 previously identified KOLs turned DOLs.

Ranked DOLs based on three core categories (who is sharing content, who is adding their perspective to content, and who is engaging with the brands key audience).

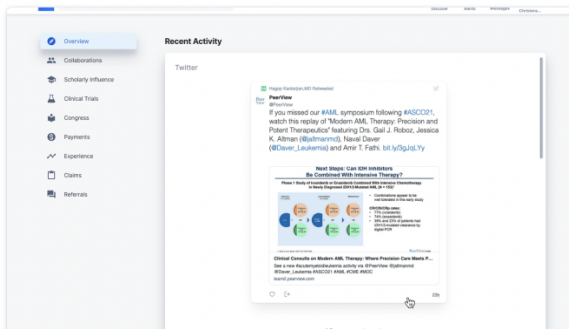
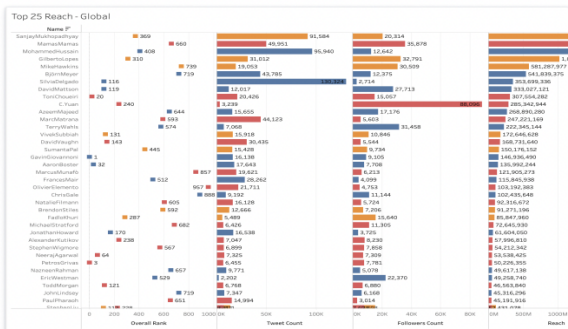


With a ranked list, our client was able to efficiently prioritize outreach based on immediate needs.

Delivered thematic insights identifying key sentiments being expressed by the identified DOLs.



Armed with the insights to strategically plan when, who and how to engage with DOLs for the right activities, our client reported a 45% increase in digital share of voice.



Conclusion:

Gone are the days when traditional activities like congresses and publications defined the KOL landscape. If you're not engaging Digital Opinion Leaders, your teams will be a step behind some of the most meaningful work happening every day, in real time. In partnership with H1, you can take charge of DOL education to increase brand awareness, credibility, and loyalty.

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