



H1 Powers a Top 20 Pharma Company's  
KOL Engagement Strategy and Trial  
Planning in Rheumatology with  
Enterprise-Wide Intelligence

**H1**

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By leveraging real-time data feed from a variety of sources, pharma companies are more able to anticipate market access issues and develop plans for launching new drugs in key markets. This case study shows how one global pharma company is transforming rheumatology research with innovative approaches to drug development and trial planning, helping them secure a competitive edge in an increasingly complex market with H1 Pharma Enterprise Intelligence.

At the heart of the global pharma company's approach is a comprehensive data intelligence platform that provides insights into a variety of data sources, including key opinion leaders (KOL) in the rheumatology field.

Leveraging this enterprise-wide intelligence helps the company identify and recruit leading KOLs to take part in upcoming clinical trials and launch readiness initiatives. By understanding their needs and interests, as well as their expertise and affiliations, the company can better target those KOLs who have the right experience and knowledge to support drug development efforts.

The data intelligence platform also allows for greater insight into trends in patient populations, relevant national healthcare policies, reimbursement schemes and market access issues. This helps the company anticipate what will be needed from potential trial candidates and develop plans for launching new treatments in different markets.



By identifying key opinion leaders within the rheumatology space, companies are more easily able to engage with these key individuals on scientific topics related to drug development or trial planning. This helps them ensure that their products are supported by informed research professionals who understand the clinical context of each medication or treatment option being considered.

To support a Phase II drug development and launch readiness, a global pharma and life sciences company engaged H1 to identify opportunities to expand their medical expert engagements, identify new key opinion leaders (KOLs), and build an expanded KOL target list using insights derived from H1's HCP Universe and Trial Landscape solutions for both trial planning and HCP identification.

## The Ask



Expand their key opinion leader (KOL) landscape for enhanced search, identification and engagement. Since the modern concept of a KOL has broadened to include just about anyone impacted by certain disease states, the company realized that they kept going back to the same pool of healthcare providers (HCPs) as subject matter experts especially for common therapeutic areas like **Rheumatology, Immunology, Internal/Family Medicine and Ophthalmology**.



**Identify Global Rising Stars** with a focus on a rheumatology autoimmune disease state to support clinical development strategy. The rheumatology team needed fresh perspectives to inform strategic decision making for their Phase II development program. The company's goal was 10-15 KOLs.



**Diversify and expand their go-to medical experts and HCPs**, specifically for:

- clinical trial investigators
- advisory board members
- key opinion leaders (KOLs)



**Rule out HCPs** who were working with the company's competitors.

## H1's Approach



H1 leveraged our lead KOL mapping platform, HCP Universe and strategic insights team to identify net new relevant and rising stars and treatment leaders in the requested therapeutic areas and disease experts who were not already known. The strategic insights team used the following search criteria to identify the new HCPs:

- First publication had to be within the last 15 yrs
- Collaboration with top thought leaders
- Involved in at least one clinical trial
- Must show a positive trendline in publication volume

## Customer Quote

“ We found two rising stars and both of them attended our recent advisory boards and described the KOL as a ‘rock star.’ ”

## The Results

**290**

previously unknown,  
but strategically  
important KOLS

**12**

rising stars that the  
company invited to  
join an advisory board

### Snapshot of the new KOLs:

- New additions to planned ad boards
- Global and U.S. Rising Stars
- Therapeutic areas:
  - Rheumatology
  - Immunology
  - Internal/Family Medicine
  - Ophthalmology

### HCP expertise includes:



Translational research  
experience



Clinical trial design



Evolving treatment  
landscape & designing  
a trial with the evolving,  
diverse patient &  
healthcare treatment  
landscape in mind



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