



**KOL Engagement Strategy  
for Commercial team  
by identifying the  
Gastroenterology Experts**

## Customer Challenge

The client is a large Pharmaceutical company who is a global leader in the field of nutritional science and wanted to identify the Gastroenterology experts in the United States for commercialization of their new product. They wanted to identify the top tier HCPs in Gastroenterology with a clinical interest in Exocrine Pancreatic Insufficiency.

There were already existing competitors in the field who had drugs for the same condition and hence the client wanted to identify a mix of experts:

- (a) Experts who are being engaged by their top competitors.
- (b) Experts who are not being engaged by any of their competitors.

### About Customer

- A global leader in the field of nutritional science for the last 10 years
- One of the Top 60 Forbes World's Most Valuable Brands in 2020

## Solution

Based on the specific requirements of the client, we came up with a robust HCP Mapping plan and implementation of our end-to-end HCP Management platform - "konectar". konectar crawled different data points including 76 million+ payment records, 345,000+ Clinical Studies, 30 Million+ Medical Journal Articles, 2 Million+ Patents, 1.2 Million+ Grants, 35,000+ Global Medical Events and 25,000+ Life Science Journals to identify the list of experts with interest in Exocrine Pancreatic Insufficiency.

Competitor analysis was carried out by to crawling the Open Payments data for the competitor HCP engagements. This was utilized by the client to engage established HCPs who were well known in the space and being engaged by their competitors. konectar also identified the Gastroenterology rising stars who were not engaged by competitors.

## Results

Our end-to-end HCP Management platform provided them the list of experts who could be engaged for their commercialization initiatives.

A list of the top 13,000 Gastroenterology experts in the United States

Top tier HCPs for speaking and consulting engagement

Global experts and their network map to identify newer HCPs

List of top experts being engaged by their competitors for similar drug

HCPs in the specific area of their interest but not being engaged by any of their competitors

Rising stars who are in the buzz purely based on their work in Exocrine Pancreatic Insufficiency