



Identification of Oncology Experts using konectar Platform - Case Study

This case study is an analysis of the challenges in the identification of Healthcare Professionals (HCPs) and how an effectively implemented end-to-end HCP Management solution can significantly help engage impactful local and regional HCPs, and identify their network of connections.

This document illustrates how a top Pharmaceutical company identified the local and regional Healthcare Professionals in Oncology space through our AI-powered konectar HCP Management platform. The client achieved their business goals using our robust list of Breast Cancer, Lung Cancer & Melanoma experts web-crawled from millions of data points.

How to map Local and Regional Healthcare Professionals and create an effective HCP engagement strategy?

| Customer Challenges

Current HCP Development and Engagement is not just about identifying the top tier HCPs but also to identify forward-thinking experts who may not have reached a high level of visibility, but there is already a buzz around them. The standard process of identification will help in mapping out the global and national HCPs but may miss a major chunk of the regional influencers who should have been part of the target list. With the upcoming launch of multiple brands within Oncology, the marketing and medical team had a big challenge in front of them - to identify and map the local and regional Breast Cancer, Lung Cancer & Melanoma experts and leverage their network of connections.

About Customer

- ✓ A global leader in Oncology space over the last 25 years
- ✓ Ranked among the Top 50 most innovative companies in the world
- ✓ One of the Top 5 Fortune's most admired pharmaceutical companies in 2020

| Our Solution

- ✓ To create an effective communication strategy, having a solid resource of HCPs with robust Ranking and Tiering capability is important. This client implemented konectar HCP Management platform with the capability of identifying the local and regional influencers in Breast Cancer, Lung Cancer & Melanoma. Using our platform the client was able to get access to the list of Oncology experts segmented region wise for their marketing and medical team to create an effective engagement strategy across different brands.
- ✓ Since, both Medical and Marketing teams were using the platform, konectar was firewalled to make sure the data is restricted across the teams. konectar analyzed millions of 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 and provided them with the list of experts based on their business objectives.
- ✓ Network maps provided the client insights on the influence of the HCPs in their community and shaped their engagement program initiatives. They could map which HCPs are closely connected and therefore likely to influence each other, hence identify newer experts who can be engaged.

| Benefits



Experts Identified

From over 70,000 Oncology experts on konectar Oncology, we could segment and identify over 8,000 Breast Cancer Experts, 5,000 Lung Cancer experts and 3,000 Melanoma experts in the United States.



HCP Tiering

konectar's robust AI powered algorithms create accurate Tiering of the HCPs that help clearly identify the Global, Regional and Local influencers in specific activities such as Publishing, Speaking, Consulting etc.



Continually Updated HCP Profiles

Up-to-date HCP profiles with regular data updates helped the users to keep a track of the HCP's most recent professional activities thereby helping them structure their interactions around the specific areas of interest.