

Physician Connect

Identify Key Opinion Leaders to Drive Advocacy and Therapy Adoption

The Challenge

Communicating the benefits and features of a pharmaceutical product in the hopes of getting a physician to prescribe is long a thing of the past. The task of pharmaceutical marketing is exponentially more complex. With an increasing number of stakeholders – including physicians, pharmacists, nurse practitioners, case workers and nurses educators, to name a few – the influence points are more numerous and the networks of influence more convoluted. Office and hospital-based physicians, long the primary customer of pharma, are taking increasing control over how they consume medical and pharmaceutical information, using a range of multi-channel vehicles to source the information they want and need – many enabled by technology. Yet one fact remains: physicians still listen to physicians, whether at a medical education event, in written form in journals or increasingly via social media, where they share opinions and experiences with colleagues down the street and a world away.

For pharma, gaining the support of the peer influencers who drive product adoption is a key way to accelerate a brand's market penetration. In most therapy areas, a small group of individuals influence a large proportion of the prescribers. Marketers need an approach that will identify the opinion leaders, measure their impact and map the overall influence network in order to provide deep and actionable insights.

The Response

Physician Connect™ unleashes the power of peer marketing for your brand by providing a comprehensive approach to identify influencers at all levels. As formal speakers and advisors, or as powerful peer resources, Key Opinion Leaders can help drive adoption of your therapy.

Physician Connect™ studies help you:

- Identify actual and future key influencers for your product at all levels (national and regional)
- Identify centers of excellence
- Understand the networks that drive adoption within your therapeutic category
- Pinpoint your messaging to develop advocacy for your brand
- Identify and build strategies for influencers who impact Continuing Medical Education and Market Access

Our Method

Physician Connect™ leverages the strengths of both primary and secondary research methods to provide a complete solution for developing the high-value peer networks that drive both acceptance and adoption.

- Benefits from a robust sample of respondents, including physicians and other types of health care professionals who are important to the therapeutic area, such as nurses, pharmacists, administrators — all powered by OneKey
- Employs a web-based survey instrument

- Provides users with an advanced reporting platform to facilitate identification of key opinion leaders and mapping of their influence networks
- Integrates secondary datasets such as market shares and sales data
- Can leverage complementary methodologies to further profile KOLs to yield a deeper understanding of their importance and their influence networks

What Makes **Physician Connect™** Unique

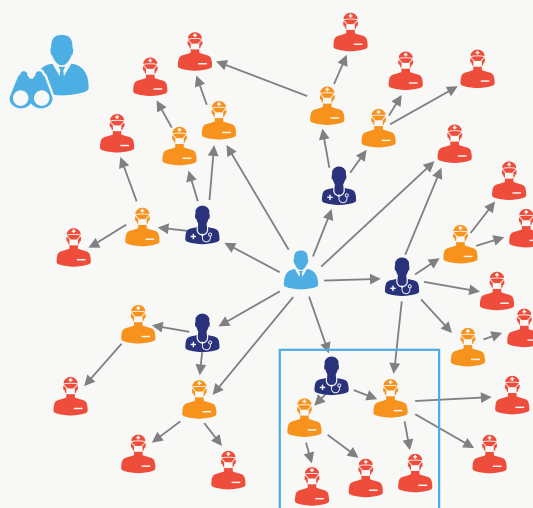
What sets **Physician Connect™** apart as the international leader in advocate development is the comprehensive approach. Traditional KOL studies typically identify a small proportion of the physicians who your key physicians turn to for advice about treatment and prescribing decisions. **Physician Connect™** builds on these by adding the local opinion leaders and gatekeepers who are often missed in these KOL studies.

NOMINATION RELATIONSHIP AND PATTERN ANALYSIS

Visualization of the network provides additional insight into how it is structured

- Lines are used to represent nominations, as well as influence
- By analyzing nomination patterns, it is possible to determine influence structure in a network

Physician Connect™ quantifies the impact and value each KOL has based on a set of key metrics



Physician Connect™ offers the following advantages:

- Uncovers the drivers of brand adoption at the local level
- Effectively reaches the local drivers of prescribing activity
- Illuminates the dynamics in niche markets and in hard-to-penetrate demographics
- Finds the key leaders in group practices
- Delivers key insights via a proprietary data cube, customized to your needs

Experience

Physician Connect™ has delivered over 450 studies in 30 countries to help pharmaceutical brand teams increase market share and maximise marketing impact through identification of the most important treatment and prescribing influencers and why they are seen as influential.

Physician Connect™ is available in: Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Czech Republic, France, Germany, Greece, Hungary, Italy, Japan, Mexico, Netherlands, Nordics, Poland, Portugal, Romania, Russia, Slovak Republic, Spain, Switzerland, Turkey, UK, Ukraine and USA.