

Franchise Influence and Leverage Mapping



In this industry it's not just whom you know, but who knows you and how far their sphere of influence reaches.

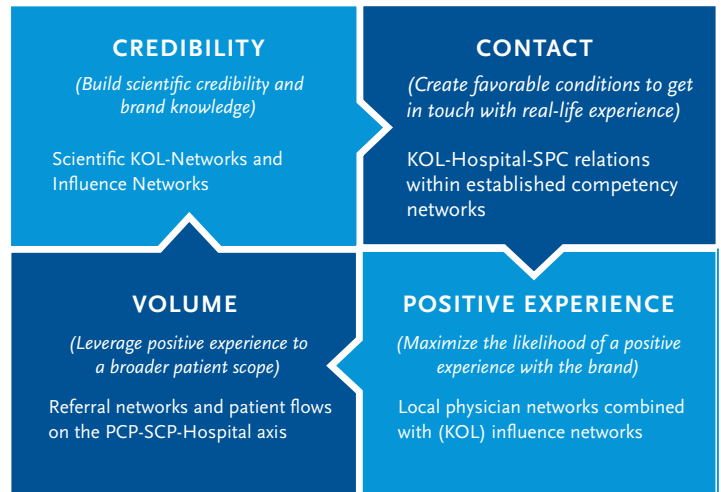
Targeting the Right KOLs

Biopharma marketers face a daunting challenge to identify and keep up with which KOLs are influencing a market and the dynamic inter-relationships among KOLs, prescribers, and institutions. Successfully mapping these important influencers arms a brand team with accurate targets of launch and lifecycle resources, and the know-how to capitalize on the ripple effect of endorsement.

To Position for Success, Your Brand Must:

- > Identify and validate KOLs in pertinent therapeutic categories
- > Differentiate present leaders from rising stars, and understand the inter-relationship and unique drivers of each
- > Profile and organize KOLs on the basis of multiple dimensions
- > Understand and quantify influence and directionality among health care decision makers
- > Develop initial and ongoing insight that captures the evolution of important markets

Partnering with Quintiles Can Help Unlock the Full Potential of KOL Relationships



We understand the optimal application of KOL-Intelligence to support KOL management decisions. With over 23 years of experience helping clients measure, understand and influence healthcare decision-making, Quintiles offers unsurpassed approaches and methodologies, and an unmatched integration of commercial, consulting and market intelligence perspectives. We have developed a rigorous application of influence mapping, designed to effectively define priority knowledge centers and targets for brand development.

Quintiles Advantages:

- > Extensive experience interviewing and profiling KOLs across a wide range of therapeutic categories

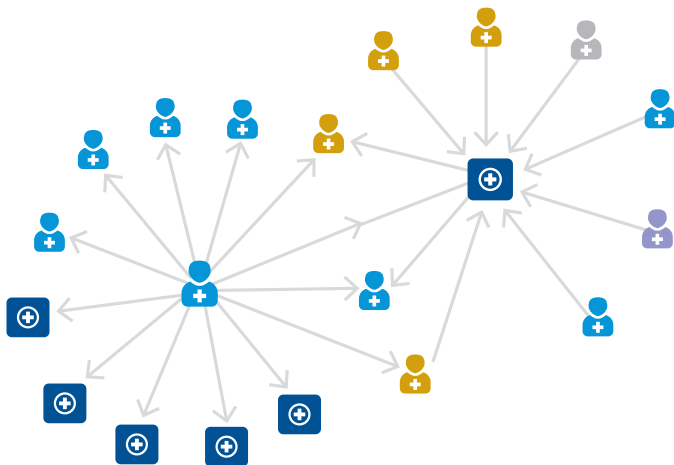
- > One of the largest directories of clinical trial researchers, including a currently active roster of 23,000 investigators across 83 countries
- > Successful prescriber market research fielded in all major pharma markets, and a growing number of emerging markets

Client Value/Benefits:

- > Uncover new opportunities for both leveraging existing connections between KOLs and treatment centers, and forging new relationships
- > Achieve reduced commercialization cost through targeted message delivery
- > Catalyze rapid product uptake by identifying and engaging key decision maker networks
- > Provide foundation for incorporating future intelligence from multiple sources into long-term brand strategy and development

Quintiles Delivers:

An interactive and flexible “market map” that can support the brand for years. This fully integrated market map accesses and explores the entire stakeholder ecosystem of KOLs, clinicians and treatment centers in a single view.



Our integrated KOL framework, robust data, and unique platform enable you to evolve your KOL Intelligence over time, making your investment sustainable on the long run.

Case Study: How KOL mapping helped one client

Challenge

A brand team for a new acute care product needed to focus limited resources to support its launch efforts, and specifically, sought to better understand how KOLs could be harnessed in this effort, across 7 global markets.

Solution

Measure KOL influence along multiple academic and clinical dimensions in a 7-country study, and display the results using state-of-the-art networking software.

The Quintiles Approach

In such a scenario, Quintiles enables its customers to optimize a KOL-Intelligence investment over time. For this client, our multidisciplinary team applied robust primary market research, thorough secondary data mining, and sophisticated mapping software to the integration of

- > Multiple dimension KOL ratings of both clinical involvement and academic prowess
- > Alternative weighting schemes to highlight KOL priorities at each stage of the product lifecycle
- > Visualization options for the mapping interface to support multiple client users

Results

Quintiles delivered an interactive and flexible “market map” that can support the brand for years. The tool identifies the best routes for influencing individuals, groups, and institutions critical to the brand’s success.

Quintiles combines unsurpassed data gathering and analytics, with unmatched clinical and commercial perspective, to deliver practical client approaches for building successful biopharma franchises.

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Navigating the new health