

# Identifying Key Opinion Leaders in Drug Development

## THE CHALLENGE

One of our customers, a leading pharmaceutical company, wanted to improve the adoption rate of a recently launched drug in the USA. The company believed that engaging key opinion leaders (KOLs) in the drug development process on all stages (research, clinical trials, approval) would increase the rate of adoption.

## OUR SOLUTION

GemSeek scoped and executed primary research and an in-depth desk research with key industry opinion leaders, covering scientific publications, clinical trials and other publicly available sources. We cleansed and combined the data to build a KOLs map using advanced Bayesian network analysis.

## THE RESULTS

Our client updated its clinical trials strategy, based on the detailed KOLs network and profile snapshot of top 20 contributors (qualification, experience, publications, connections, organization, etc.). As a result, the KOLs engagement was significantly improved, which led to growth in the drug adoption rates.

