

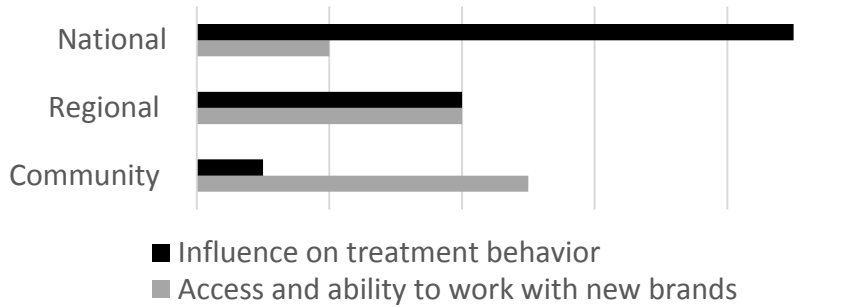
INFLUENCER MAPPING

Leverage *Transparency Data* to identify and characterize the universe of national, regional and community opinion leaders within a specific market

THE ISSUE

National opinion leaders are known to have significant impact on treatment behavior, however they can have varying interest and ability to work with new brands. Though relatively less influential, regional leaders are generally more willing to engage.

Relative Opinion Leader Impact on Treatment Behavior



Recent market surveys suggest regional opinion leaders are accessible and have considerable influence on treatment behavior

OUR SOLUTION

Identify Market-Specific OLS

We leverage millions of company-reported, product-specific payments to identify market influencers



Clinical Research Support



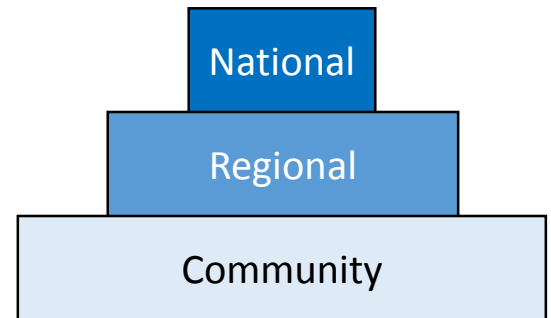
Consulting and Advisory Fees



Industry-Sponsored Speaking Fees

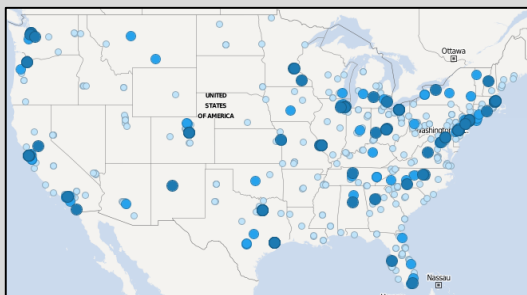
Segment Opinion Leaders by Tier

We then tier identified individuals through traditional KOL mapping approaches (e.g., publication history and organizational prestige)



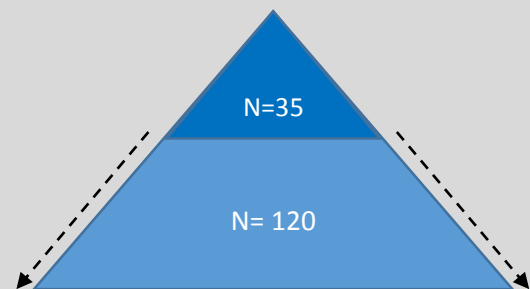
CASE STUDY: An emerging biotechnology company launching into the melanoma market sought to expand its current KOL roster and bolster its understanding of loco-regional influencers

Melanoma Influencer Map



Key Output: Exhaustive registry of national, regional and local influencers in the melanoma market

Prioritized Opinion Leader Expansion



Key Output: Recommendations to expand current roster of 35 KOLs to include 120 regional influencers