

MDDetails

MDDetails turns transparency data into commercial insight for drug and device makers through our syndicated reports, proprietary data platform and consulting services



**28M product interactions
across 800,000 physicians**

Our Solutions



Influencer Mapping

Identify national, regional, and community opinion leaders within a specific disease area through examination of industry payments made for research, consulting, and speaking

- Assessment of willingness to engage with industry and level of influence
- Perspective on areas of interest, expertise, experience, and brand relationships
- Tiering by traditional methods (e.g., bibliographic analysis and prestige)



Launch Readiness

Define market-level commercial requirements and promotional best practices through competitive benchmarking and review of recent product launches

- Competitor benchmarking, including overall reach and engagement strategies
- Perspective on minimum and ideal commercial requirements
- Deep dive into launch case studies and launch event sequencing



Commercial Targeting

Identify and prioritize accessible, high-value prescribers within a target market through examination of industry payments made for product promotion

- Assessment of promotional accessibility at the physician and practice level
- Segmentation and prioritization of high value commercial targets
- Insight into competitive intensity and relative share of voice

**We specialize in leveraging transparency data
to provide actionable, evidence-based commercial insights**