

# Physician Connect™

## Identify Key Opinion Leaders and their influence to Drive Advocacy and Therapy Adoption

### Your challenge

Communicating the benefits and features of a pharmaceutical product in the hopes of getting a physician to prescribe is a thing of the past. The task of healthcare marketing is exponentially more complex. With an increasing number of stakeholders, the influence points are more numerous and the networks of influence more convoluted. Healthcare professionals, the primary customer in healthcare, are taking control over how they consume medical and pharmaceutical information, using a range of multi-channel assets to source the information they want and need – many enabled by technology. Yet one fact remains: healthcare professionals still listen to physicians, whether at an event, in journals or increasingly via social media.

In healthcare, 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 solution

**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 (KOLs) 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

#### Identification of all key influencers and their network



### 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.** By using non aided open text questions, only the real valuable influencers are identified.

- 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
- 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

## The Result

### 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, gatekeepers, and potential rising stars who are often missed in these KOL studies.

**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
- Maps centers of excellence over the entire country

## About Physician Connect™

**Physician Connect** has delivered over 800 studies in over 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.

### Nomination relationship and pattern analysis delivered in a dynamic analyzer tool

Visualization of the network provides additional insight into how it is structured & customized to your needs

**Physician Connect** offers the following advantages:

- 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** is available among others 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.

---

### CONTACT US

To learn more about Physician Connect™, please contact  
Lien Caveye, Engagement Manager Commercial Services

lien.caveye@iqvia.com

iqvia.com