

KOL Identification and Profiling

Case study: Stakeholder Identification and profiling



Project Background

A top 10 pharmaceutical company wanted to identify and map stakeholders in the area of CNS in G7 countries. The end-users of the database were medical and marketing teams



Objectives

- Identify and profile 300 stakeholders in Parkinson's, migraine and multiple sclerosis indications (100 each) in G7 countries
- Develop an user friendly tool for identifying KOLs using various profiling parameters



Approach

- phamax used its proprietary stakeholder identification approach to identify and profile stakeholders
- The approach involved extensive secondary desk research and data analysis
- A flexible excel based tool was developed using various profiling parameters
- A customized application that allows identification of the KOLs by usage type and activity was also developed in the tool



About Us

phamax is an independent healthcare research and consulting firm specialized in commercial and scientific market access solutions. Our services empower pharmaceutical companies to introduce or commercialize their novel technologies into clinical practice. We are headquartered in Switzerland.



Client Benefits

- The project helped in determining the most influential stakeholder for both medical and marketing teams
- This tool became the starting point for our client to interact and develop relationship with various stakeholders
- Planning the right activities with the right stakeholders