

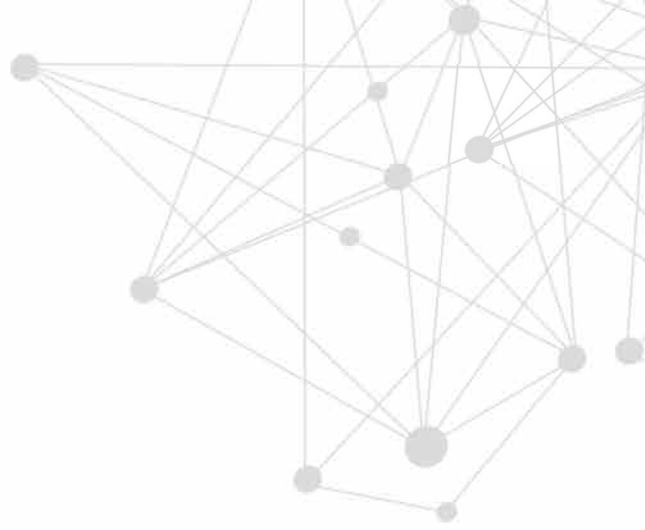
Customer Success Stories



How to map Thought Leaders,
find influential speakers and create
effective communications plan.

Lessons from a Global Pharma

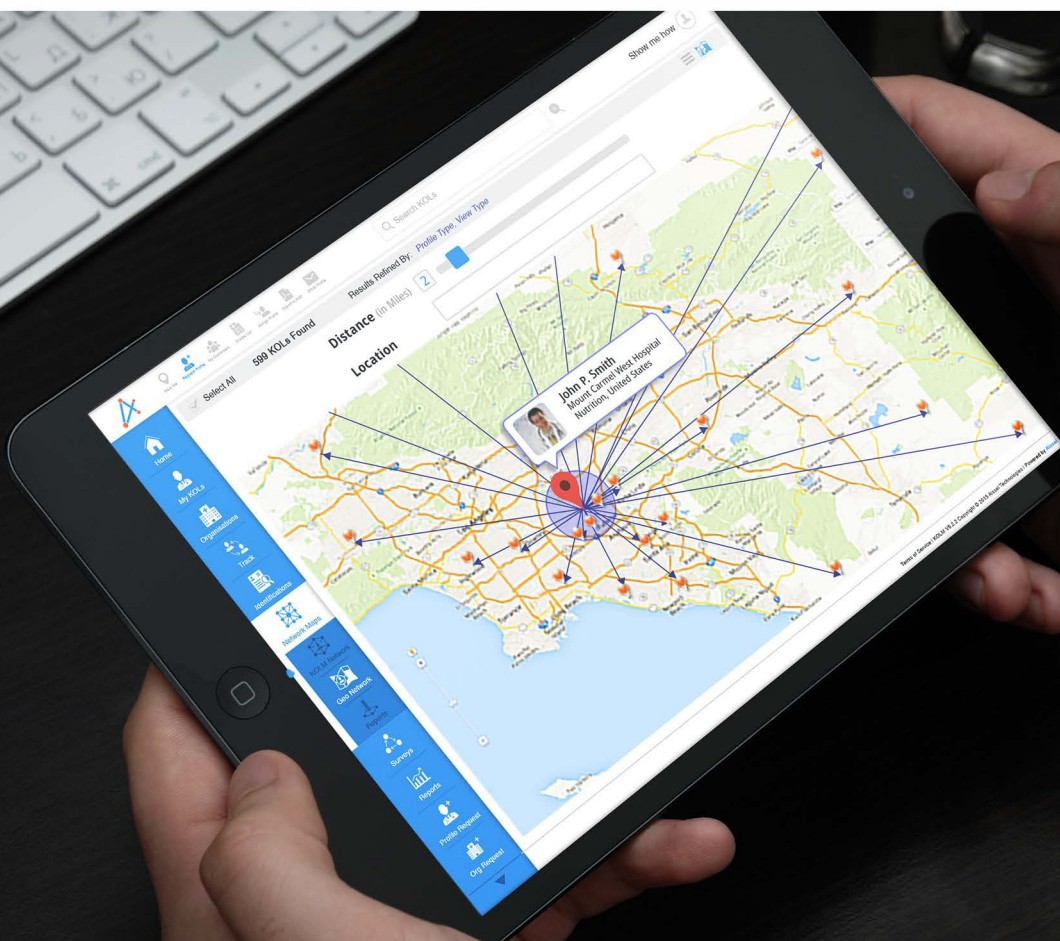


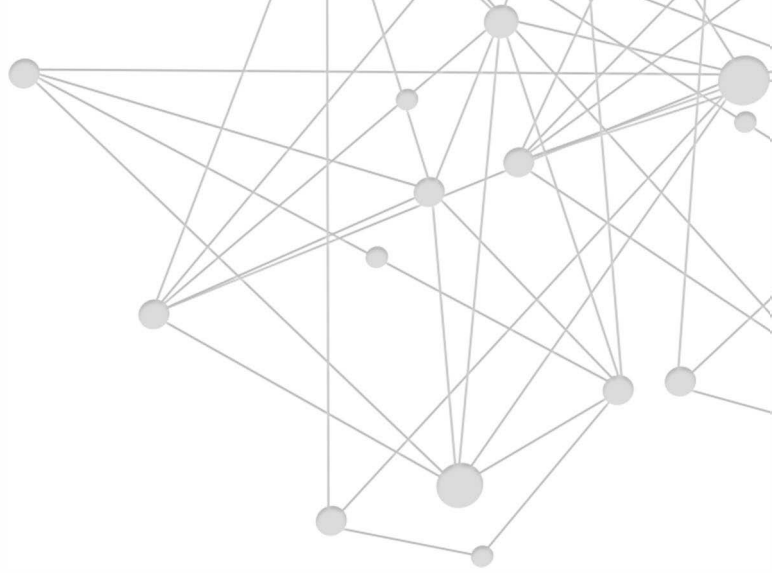


Executive Summary

This case study is an analysis of the challenges in Thought Leader Mapping and how an effectively implemented mapping solution can significantly reduce costs and help organize impactful speaker programs.

This document illustrates how a global pharma company mapped their national, regional and local influencers through a cutting-edge technology solution and effective implementation. It also describes how this mapping can be used to reduce costs by finding expert speakers who are influential in a certain geographical area. The company achieved these business goals using internal resources, with no huge overheads on primary research or market surveys.





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About the Client

Client is a large pharmaceutical company and a world leader in anti-psychotic drugs with proven track record of consistently being a leader in its category.

"Aissel has been our most reliable vendor. You set the bar for all our vendors for service quality. Thank you for your flexibility and working on all our requests."

- Associate Director, Commercial IT Services

Customer Challenges

Today's KOL mapping is no longer about identifying just the well-known national leaders but also finding those at a local level who are influential in their communities. Today, KOLs who could be very influential, may actually be flying under the radar of conventional mapping efforts. Standard quantitative analysis of number of publications or speaking engagements are effective in revealing the national influencers. However, practice leaders and regional influencers may still not appear in those results leaving out an important chunk of high-value customers that should actually be in the target list.

With an upcoming launch of a new product, this client had a big challenge in front of them – Mapping Influencers. It was imperative that Medical teams had a clear understanding of the right influencers to be targeted so that they could create Smarter Communication Strategy.



Our Solution

This client implemented Aissel's Key Opinion Leader Management application with capability to map influencers using survey features. Creating a really effective strategy that leveraged the field force consisting of both sales and medical teams, the client announced a joint effort of mapping the US Psychiatry experts.

Additional feature was designed to create an online survey to capture feedback from medical practitioners about who do they think are influencers. A separate solution with similar feature was deployed for the Sales team allowing every single salesperson to capture customer feedback without accessing the system used by medical teams. Using our customizable survey feature, an extremely simple peer-nomination questionnaire was created in the online application. Our mobile-enabled solution made the whole process of capturing the responses an easy task, even for those users who were on the road. The solution helped create an extensive map of influencers based on peer-nomination responses received directly from the physicians.

Although the solution deployed was used by both Field Medical teams and the Sales teams; for compliance, the application was firewalled, thereby restricting sharing of data across the teams. With new product launch approaching, our client meticulously drove the peer nomination exercise with all representatives having clear targets on responses. Using their iPads and mobile phones, over 850 users were entering responses received from their HCPs. With such high volume data, it was critical to keep the application fast & light and keep the uptime at over 99.99%. Within 8 weeks, entire US region was mapped with clear insights into the national and local influencers.



Key Benefits

- Over 9000 influencers, both national and local, were identified and mapped at a territory, state and zip code level.
- 5000 local influencers were identified who were previously unknown to be influencers.
- With geo-mapping features, speakers who can be influential in a particular territory or geo-location could now be easily identified. With more targeted, localized speaker programs, costs were significantly reduced while the impact of events steadily increased.
- Through robust reporting features, key influencers at a local level were picked and smarter, targeted communication plan was created.
- Using our profiling capabilities, each user got a complete understanding on their target HCPs' professional activities, interests & expertise resulting in more productive interactions.