



ENGAGING THE RIGHT THOUGHT LEADERS, MAXIMIZING ROI

A COMPLETE VIEW OF KOL INFLUENCE – GLOBALLY TO LOCALLY

Kantar Health's KOL Influence Mapping solutions incorporate peer-to-peer feedback with secondary research to provide a complete view of KOL influence globally, nationally, regionally and locally.

Through proprietary resources such as KeyMD® and CancerNFluence®, we offer custom studies and a syndicated oncology offer that will help you engage the right thought leaders and maximize ROI.

Each custom study is tailored to meet your specific business needs and we can customize the study to address specific groups, both commercial and scientific.

Further, we have extensive influence mapping experience across numerous primary care and specialty therapeutic areas, and our KOL Influence Mapping solutions feature a visual layout of the network of influence.

Covering early development, pre-launch and post-launch activities, our KOL Influence Mapping solutions allow you to:

- + Access important data to segment appropriately, based on value, geographic location and sphere of influence
- + Identify the right KOLs to influence prescriptions of your product
- + Engage the right thought leaders and maximize ROI

Key questions addressed include:

- + Who are the right thought leaders, current and rising stars, to advance uptake?
- + Which physicians do peers trust for insight and advice?
- + Which physicians should we recruit for speaker groups?
- + What is the network of KOL influence at a geographic or institution level?

AT A GLANCE

Kantar Health's KOL Influence Mapping solutions incorporate peer-to-peer feedback with secondary research to deliver the most comprehensive view of KOL influence today.

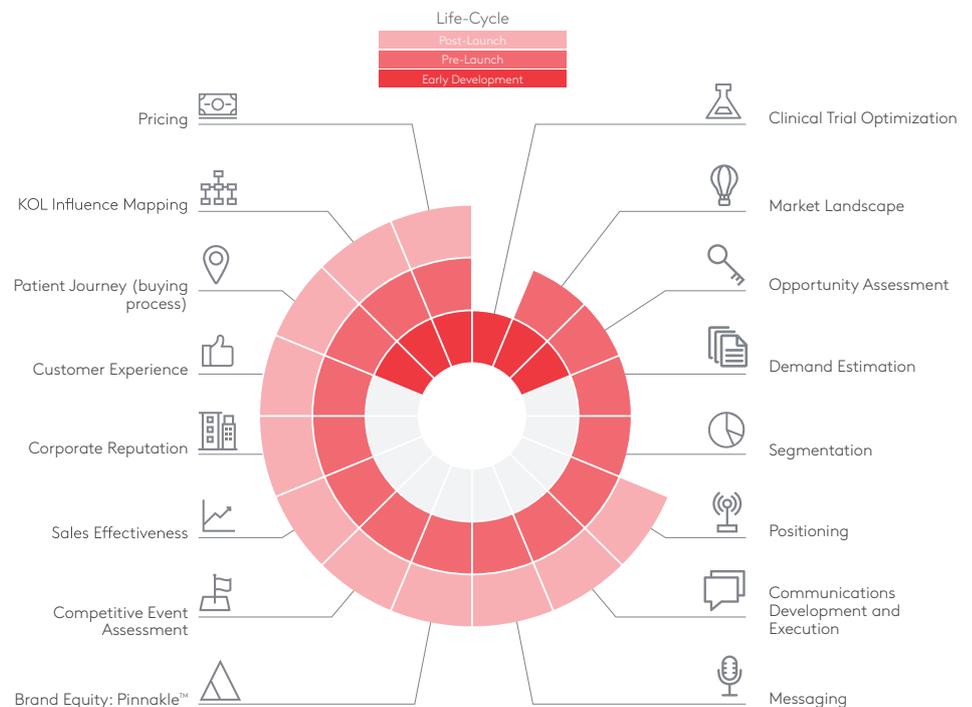
We provide actionable insights on the thought leaders who will have the greatest impact in advancing uptake of your product.

MARKETING INSIGHTS

Kantar Health's KOL Influence Mapping solutions are part of our Marketing Insights capabilities, which have been applied to hundreds of product launches and marketing approaches for inline products across multiple geographies and stakeholders.

Marketing Insights is the foundation of our expertise, with capabilities that span the product lifecycle from early development to post-launch activities. Marketing Insights addresses our client's business issues at all stages of the product lifecycle.

KANTAR HEALTH MARKETING INSIGHTS GLOBAL FRAMEWORK



FOR MORE INFORMATION

Please contact us at info@kantarhealth.com, or visit us at www.kantarhealth.com.

WHY KANTAR HEALTH?

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world's leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.