

# Key Opinion Leader Application for Pharmaceutical Companies

## Overview

A web-based application was developed by Nagarro to help the marketing department of a global pharmaceutical company exploit Key Opinion Leader (KOL) information in order to promote products and remain ahead of its competition.

## Problem Description

In today's fast-paced competitive environment, pharmaceutical companies cannot solely rely on superior products to succeed. Well organized marketing departments help sales departments reach goals and give companies an edge over competition, but without access to valuable resources, like KOLs, they are ineffective. KOLs influence the medical community and ultimately the end users of pharmaceutical products. Pharmaceutical companies that are able to identify and work with KOLs will be better positioned to compete; however, this is not an easy task. Getting background information on a KOL requires searching numerous data sources and utilizing that information requires extensive analysis. To help its sales and

marketing departments identify and engage KOLs, the client needed the ability to transform unstructured data from both internal and external sources into useful intelligence.

## Solution

To solve the problem, Nagarro designed a web-based KOL application, which provides a secure centralized system for managing aggregate information on KOLs. The application interacts with both internal and external data sources, such as internal document repositories, internal marketing databases, PubMed, NIH Grants, and NewsEdge through Web services and a XML based API. Also, the application allows users to view, edit, add, and search data in order to research and contact KOLs about possible speaking engagements and product promotion.

Application features:

- Simple to use and easy to access archive of complete KOL background information (i.e. affiliations, resumes, areas of interests, titles, degrees, specialties) collected from internal and external sources
- Customized KOL reports covering strategy, engagement plans, and activity.
- Extensive search criteria such as: publication keyword, involvement in a trial,

geography, media appearance, and affiliations

- Importation of KOL data through XML and Excel
- Calendar to track and manage KOL attendance and participation at industry events
- Automated import of KOL data from agencies handling KOL speaking engagements
- Easy to use navigation menu based on user role and location

## Benefits

- Creation of market intelligence from highly specialized and customizable reports containing previously unavailable aggregate data
- Ability to identify and engage previously unknown KOLs associated with known KOLs through the transformation of unstructured data into structured data
- Ability to group KOLs by product knowledge and associations in order to better promote products
- Ability to maximize ROI from KOL related events
- Enhanced sales and marketing productivity through streamlining of complex multi-source information