



## Case Study

### Identification and Engagement of KOL for Presentation in the International Symposium.

#### Client's Business Influence

KOL's successful presentation on Liver diseases management under the client's sponsorship in the international symposium.

#### Project Scope:

One of the major pharm client wanted one potential KOL whose specialization is Gastroenterology with keen on Liver Disease Management to given presentation in the symposium which was happen in Yangon.

#### Methodology/ Approach:

- Thorough secondary market research and identified 15 KOLs with gastroenterology specialty.
- Medical review team's interviews with the KOLs over the phone and finalized one best potential KOL for travel on behalf of the client.
- Collected confirmation letter and supportive documents from the KOL to make necessary travel and Hospitality.