

KOL SERVICES

Colliculus Data Research and Analytics Services Pvt. Ltd.
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CLIENT

Pharmaceutical Company

REQUIREMENTS

Client came up with the requirement to Identify, Rank and Profiling of top 100 Key Opinion Leader (KOLs) in Ophthalmology across US and global geography to be used by Medical Science Liaisons (MSLs), commercial, clinical, and sales.

INPUTS FROM CLIENT

- Requirement specifications and some of the sample domains such as Journal Editorials, Organization & Associations, Events, Publications, Guidelines and clinical trials etc.
- KOL's across US and geography.

OBJECTIVES

- Identification and ranking of KOLs based on their active and passive involvement in the above sited activities.
- Primary and complete profiling of top KOL's in Ophthalmology therapeutic area.
- Design and development of customized interactive CRM KOL Researcher tool, which enables end client to ease of access instantly and to make business decisions.

METHODOLOGY

- Research team undergone basic medical terminology training on Ophthalmology therapeutic area.
- Preparation of tracker and Identification of domains which entitles Journal Editorials, Organization & Associations, Events, Publications, Guidelines and clinical trials etc.
- Identified and listed tracker approval from the end client.
- Researchers explored each domain & track therapeutic experts and their activities.
- Integration of all the domains and standardization of therapeutic experts based on their last name, first name, current affiliation, academic and areas of interest etc.
- Mapping and ranking of each therapeutic expert will be done by the activities they involved and participated.
- Hence, the person who involved in more activities, those get recognized first and rewarded with more data points. (1 Activity = 1 Data point)
- Complete profiling of top 100 Ophthalmology therapeutic area experts.
- KOL Profile includes expert Image, Salutation, First Name, Last Name, Middle Initial, Suffix, Phone, Cell, Fax, E-mail, Current Address, awards & recognitions, education details, current role, previous history and roles, events, Journal EBs. Organizations & associations, publications, press releases, news articles, clinical trials, guidelines and CME activities etc.
- 3 level QC to make sure provided information was accurate and consistent.
- Designed CRM KOL Researcher tool allows end client to see the Ophthalmology experts with customized view such as by region/country, area of interest, education, events, publications, news articles, guidelines development and clinical trials activity etc.

FINAL SIGNOFF

Delivery team had final kick off meeting with the client's QA team to make sure deliverables reached client expectations without any errors.

REACH US FOR MORE DETAILS

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