

KOL Search and KOL Management

Value Edge's comprehensive KOL search and proprietary profiling tools address key 'pain points' of KOL management. A US based top 15 bio-pharma company, recently asked Value Edge to support them in key stakeholder search and management. Value Edge customized its proprietary tool "KOL Edge" to address the unique challenges of the client.

The Challenge:

The client wanted to build a biosimilar key stakeholder (KSH) knowledgebase and management tool. Key stakeholders included not only Physicians but also payors, regulators, government and also Biosimilar conferences and organizations. The knowledgebase would be used as internal repository for their regional HQ and country organizations – but would allow the client to update and maintain the solution internally.

Value Edge Solution:

Value Edge identified search parameters and agreed on these with the client. The search included journal publications, congress materials, clinical trial data, company websites, regulatory data sources, and specific public domain sources.

Our team analysed social media sources to understand physicians' professional associations with other thought leaders and create richer profiles than otherwise possible. This enabled us to understand the real dynamics of the interdependent medical fraternity.

Based on the outcomes, our team identified Rising Stars and KOLs who were not prolific in the publishing world.

Value Edge's proprietary profiling tool "KOL Edge" replaced their out of date excel sheets, with a state of the art tool built on VBA Programming. The tool allowed the client to filter Key Stakeholders on multiple criteria and assign weightages to screen KOLs and zoom in on the 'right' ones. To make the tool "actionable" a segmentation and persuasion plan linking stakeholders to internal management was created.



If you are entering a new market or indication, or working with the same experts over and over again, or want to take a walk in your competitor's shoes or need to discover as-yet- undiscovered leaders of tomorrow – you need to search for the "right" KOLs. Value Edge offers a comprehensive KOL search combined with a state of the art profiling tool and management tool – KOL Edge. KOL Edge is customized to meet individual client needs including a web based solution and offers an effective platform to address a key client challenge.


*Director Marketing Analytics
Value Edge*



The solution was quality checked several times to check for inconsistencies and data accuracy. The resulting output was a high quality, highly cost effective solution that complimented the clients internal efforts.

Screen shots of KOL Edge - Value Edge's proprietary KOL tool

KOL Database and Analysis Tool



Home
Search KOLs
Filter KOLs
KOLs Score
Detailed Profile
KOL Segment
KOL Analysis
KOL Persuasion Plan
Export KOL List

Search KOLs

Quick Search

Advanced Search

Select Category

Select

Enter Keyword

Alon

OR

Select Category

Select

Enter Keyword

Greenberg

AND

Select Category

Select


Enter Range (Number)

4 To 5

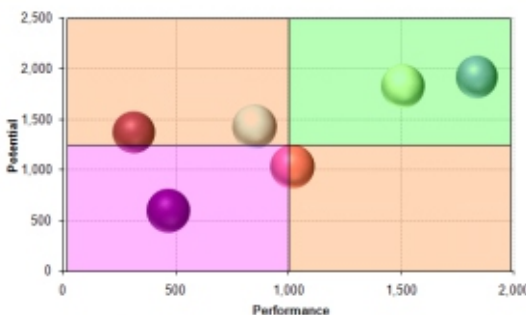
For Sorting the list "Right click" on the Headers.

First Name	Middle Name	Last Name	Profile	Associated University Address	City	State	Zip Code	Country	Email	Phone #	Affiliation	Title	Department	Years in Practice
Alon		Harris		Road 12 Bldg/ABC	US1		12202	USA	Alon.Harris@qr312-122-2202		ABC Hospital	Director	Cardiovascular I	13
Peter		Greenberg		Road 12 Bldg/CY5	US2		12302	USA	Peter.Greenber@312-123-2302		ABC Hospital	Chief Physician	Cardiovascular I	21
Alexander		Perl		Road 12 Bldg/WHG	US3		12402	USA	Alexander.Perl@312-124-2402		XYZ Primary Car	Head Of Depart	Cardiovascular I	23
Edward		Agura		Road 12 Bldg/QHOK	US1		12105	USA	Edward.Agura@312-121-2105		Hospital of QHOK	Head Of Depart	CVS/Psychology	17
Mikael		Selares		Road 12 Bldg/OGG	US2		12210	USA	Mikael.Selares@312-122-2210		Hospital of OGG	Chief Consultant	Dermatology De	11
Caroline		Behler		Road 12 Bldg/WOCYV	US5		12312	USA	Caroline.Behler@312-123-2312		Hospital of WOC	Head Of Depart	Dermatology De	17
Daniel		DeAngel		Road 12 Bldg/GOE	US9		12414	USA	Daniel.DeAngel@312-124-2414		Hospital of GOE	Sr Consultant	Dermatology De	18
Richard		Stone		Road 12 Bldg/EBHPF	US7		12516	USA	Richard.Stone@312-125-2516		Hospital of EBH	Chief Physician	Endocrinology D	10
Marc		Gautier		Road 12 Bldg/MHWY	US2		12618	USA	Marc.Gautier@312-126-2618		Hospital of MHW	Head Of Depart	Endocrinology D	18
Joseph O.		Moore		Road 12 Bldg/HBVF	US7		12720	USA	Joseph.O.Moor@312-127-2720		Hospital of HBV	Sr Consultant	Endocrinology D	16
David		Rosen		Road 12 Bldg/OSHCD	US7		12822	USA	David.Rosen@312-128-2822		Hospital of OSH	Sr Consultant	Endocrinology D	15

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Home
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Performance

Select account segment to view KOL list

Priority Account

- Priority Account
- Key Account
- Non Segmented Accounts

First Name	Middle Name	Last Name	Associated University Address	Affiliation	Title	Department	Years in Practice	Country	No of participation in Company activities	No of Clinical Trials	No of Media Interviews	No of participation in Company activities	Clinical Expertise - TA
Alon		Harris	Road 12 Bldg/ABC Hospital	Director	Cardiovascular I		13	USA	5	5	2	5	Cardiovascular
Peter		Greenberg	Road 12 Bldg/ABC Hospital	Chief Physician	Cardiovascular I		21	USA	4	4	2	4	Cardiovascular
Alexander		Perl	Road 12 Bldg/XYZ Primary Car	Head Of Depart	Cardiovascular I		23	USA	4	4	2	4	Cardiovascular