A Customer Case Study

Creating objective and compliant Thought Leader programs

At a large biopharmaceutical company, the Medical Affairs team needed an efficient way to engage with a growing and diverse group of national and international thought leaders. Multiple stakeholders in this organization, including medical science liaisons (MSLs) and medical affairs managers, were seeking a repeatable, objective, and compliant solution to identify Key Opinion Leaders (KOLs) based on multiple attributes. In addition, they wanted to take a data-driven approach to vet a large list of KOLs to inform strategic planning and tactical execution.

The Challenges

Researching and discovering new KOL candidates
The method for identifying new Key Opinion Leaders (including Advisory Board or Advice-Seeking Forum candidates) was based primarily on anecdotal feedback from MSLs, rather than on objective and quantifiable data. Therapeutic Area Heads had difficulty validating proposed KOL candidates list, especially if they did not know them.

Efficient and standardized healthcare provider identification
The way the teams researched healthcare provider profiles varied significantly across the organization, making it a time-consuming effort to prepare for customer engagements. Once target physicians were identified, it was a challenge to track the underlying changes to provider profiles in areas such as recent publications, research, and involvement with competitors. This information was updated via word-of-mouth or ad-hoc searches, resulting in inconsistency in the data available to all stakeholders.

Validation of engagement plans
It was difficult, if not impossible, to validate engagement plans across various medical affairs functions, from headquarters to medical directors to MSL workflow, and to perform MSL territory planning. Information gathered in the field was captured and shared in an inconsistent manner such as email and voicemail, making it difficult to aggregate, synchronize and share insights across the organization. The time required for home office and field teams to perform any kind of validation was extremely onerous.

The Objectives

• Identify KOLs who had overlapping interests and focus on cardiovascular risk in Chronic Obstructive Pulmonary Disease (COPD)

• Validate key influencers in the COPD space at the international and national level

• Improve alignment and collaboration between headquarters and field MSLs

• Build an efficient and scalable method of providing detailed physician profiles to MSLs without use of manual searches or anecdotal data

The Solution: *Zephyr Illuminate*

The basis for transformational insights was *Zephyr Illuminate™*'s unique global data platform, which includes thousands of connected data sources: public, private, and even CRM and ERP.

For this customer, the global data repository included:

- Company-sponsored clinical trials, investigator-sponsored trials, publications, and NIH funding
- Professional engagements, scientific advisory boards, editorial boards, professional societies, and scientific speaking engagements
- Company engagements, steering committees, and advisory boards
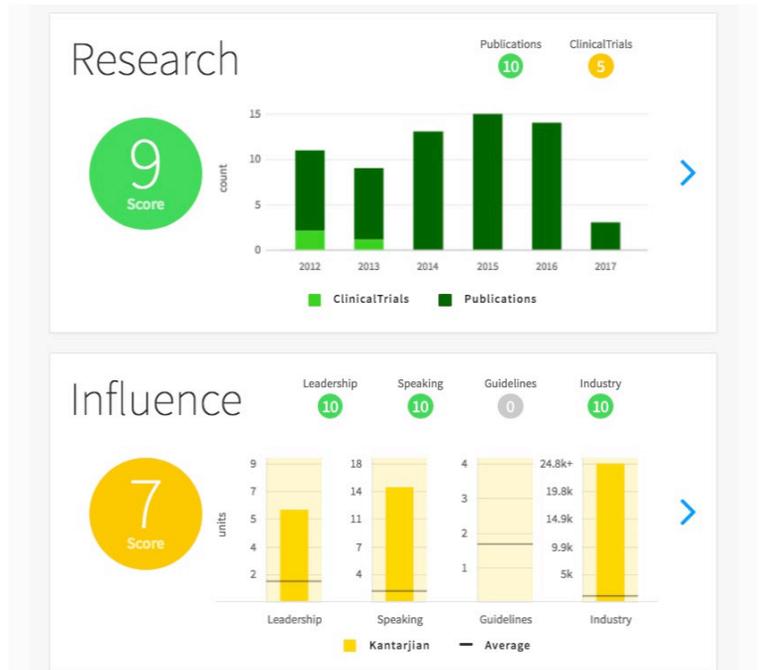
With this new, integrated platform, the COPD team was able to run a query in less than 2 minutes, when previously the same aggregation of data from multiple sources and multiple stakeholders could take days to weeks. Estimated time savings per MSL and home office personnel was 20% per engagement.

Zephyr Health's Unique Value

The *Zephyr Illuminate* platform filtered, ranked, and scored hundreds of thought leader profiles in the customer database by linking disparate public, evidence-based sources, and more with the customer's internal data. This new, insights-driven approach provided the biopharmaceutical company's Medical Affairs team with:

• A quick and easy way to vet KOL lists and identify any new potential KOLs
• Enhanced KOL engagement thanks to physician profiles enriched with *Zephyr Scores*
• The ability to compare and contrast healthcare providers across attributes like research, influence, and engagement
• Control to run engagement plans as frequently as needed, with the most up-to-date physician data
• Improved team efficiencies and time management across planning and execution

Customer Quotes

"With *Zephyr Illuminate* it's easier to prepare for what could be a tough inquiry with KOLs, such as involvement with competitors. I see value in *Zephyr Illuminate* for both new-to-territory MSLs as well as established-in-region MSLs."

"This solution gives us a level of transparency across all levels and functions of our company that we currently do not have. Now we can objectively assess both current choices and future decisions about who to engage with, and our reasons for choosing them."

Schedule a demo today: info@zephyrhealth.com | www.zephyrhealth.com