



Will the Real KOLs Please Stand Up?

Who Are the True Influencers?

Dale Cormier,
Senior Vice-
President

Martin
Rouleau,
Vice-President

Carys
Papageorgiou,
Executive
Director

Raoul Ramirez,
Consultant

Martha Karras,
Consultant

P\SL Research
Canada

One of the most daunting tasks faced by any pharmaceutical sales and marketing person today is to fully understand the impact a key opinion leader (KOL) is having on a local, regional, national and international level. Every experienced marketing person can easily identify their top 10 to 20 National KOLs by name. However, even experienced Sales and Marketing people struggle as to why a KOL, like Dr. X, is so critical. Yes, Dr. X is a very well respected speaker and has a number of publications in Tier One journals, but which one is more important? Why is one more important than the other? With limited resources, should you get Dr. X involved in a new clinical trial with your Medical Department, or will Dr. X drive more business through a cross-country speaker tour? What about the up-and-coming KOLs? Have you identified them properly? What about the regional KOLs? Does anyone outside your sales team truly know them; does your local sales team truly know them? What specific impact do the regional KOLs have and who influences them?

You know that KOLs are critical, that's the easy part; but now, for the first time you can truly quantify their impact on your business. Influencing Medical Practitioners through AKnowledged Thoughtleaders (IMPAKT) is not simply about getting you a list of names you may already know. IMPAKT tells you why it is better to have Dr. X involved in a speaker tour rather than in a publication and how this will impact your sales in the year 2008, 2009 and beyond.

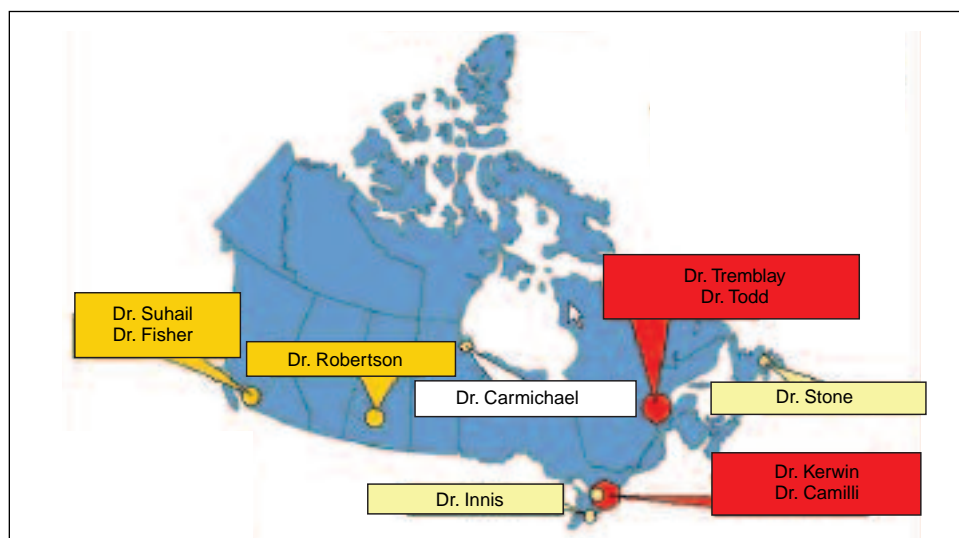


Figure 1. Influencing Medical Practitioners through AKnowledged Thoughtleaders (IMPAKT) hotspots. Identifying where centers of excellence are and allowing you to allocate resources more effectively.

Table 1

IMPAKT will deliver results that are unique to the market, providing what others have not: added insights into the KOL community

IMPAKT KOL mapping

- A map of the KOL community in a given therapeutic area.
- International, national, provincial and local experts

IMPAKT hot spots

- A snapshot of where the centers of excellence/influencers are—across the country, right down to the hospital level

IMPAKT rank and index

- A precise measure of the influence each KOL exerts over the medical community

IMPAKT KOL profile

- How many patients will each expert impact with their recommendations/behaviours?
- How long will it take for them to change the attitude and behaviours of physicians who view them as experts?
- How do they reach/communicate with physicians?
- Who views them as experts?

IMPAKT evolution

- Who will be the next up and coming expert and who is on the way out...

KOL: Key opinion leader

IMPAKT provides guidance to the brand team by allowing a better understanding of who are the current and future KOLs.

Influencers mapping the traditional way

Until recently, the only way to identify KOLs was qualitatively with feedback from sales, marketing, medical/scientific affairs and prescription level data. This type of information tended to provide only names, leaving the brand team (marketing, sales, medical) to make assumptions as to why Dr. X was so important. Unfortunately, this type of process is no longer justifiable as a means to drive investment decisions. In today's market, Senior Management is asking brand teams to

take the guess work out of who is important to the brand and why!

New as of 2007: How can I maximize my IMPAKT?

Given these facts, an alternative solution needed to be developed. Through extensive qualitative and quantitative market research involving thousands of physicians from across the country, P\SL Research Canada was able to develop a truly unbiased methodology for identifying KOLs, as well as a scientific way of measuring the amount and type of influence each expert has.

IMPAKT: Measuring true influence within the community

Just as every person is different, each KOL exerts their influence in different ways (*i.e.*, publications, CME, prescriptions and development of guidelines) and at different levels (international to local). This is the basis

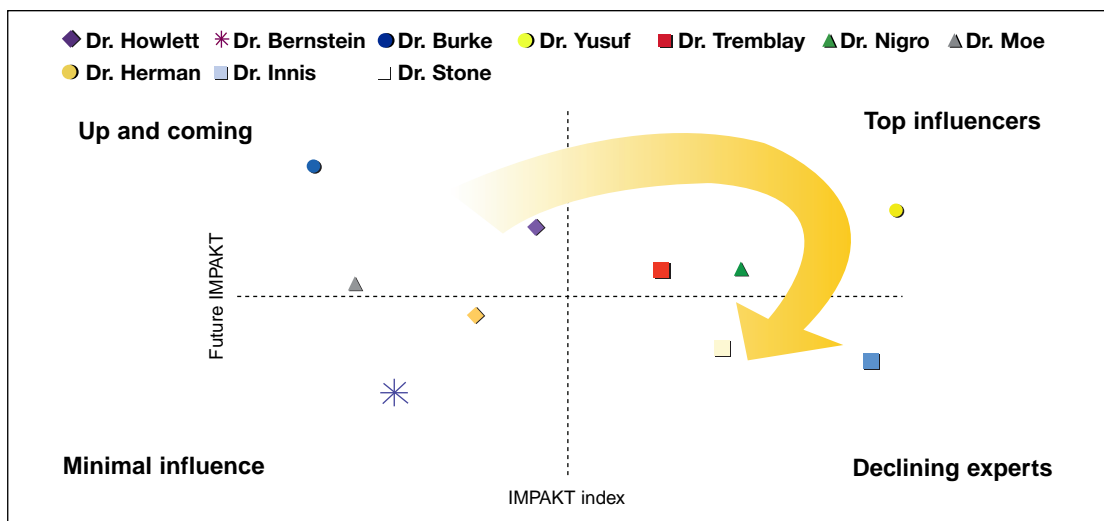


Figure 2. IMPAKT evolution: Making sure your team of KOLs is always on the cutting edge is important to continually shape the market. IMPAKT evolution allows you to project who are the up and coming KOLs and who are the experts of diminishing importance.

upon which the IMPAKT scoring system was built. This system not only gives you an overall score, it allows a sorting of names on individual needs (*i.e.*, who are the top 10 speakers in Atlantic Canada, who has 40% of their referral base in cash or private payer, *etc.*).

IMPAKT takes the traditional KOL nomination process a quantum leap forward by quantifying the influence of each KOL, determining the speed at which other physicians will implement the KOL's recommendations and allowing you, as a brand team, to quantify the number of physicians and patients each KOL is influencing. IMPAKT provides guidance to the brand team by allowing a better understanding of who are the current and future KOLs and where investments should be focused for a maximum return.

IMPAKT will, for the first time, allow you to properly manage your KOL relationship management system.

Like the development of prescription level data in the 1990s, IMPAKT is poised to change the way pharmaceutical companies invest resources and personnel to support individual KOLs. The future is now. If you or your company is not involved in a program like IMPAKT, it should be. **GPM**

For more information about what IMPAKT can do for you, call (514) 938-2600 and ask to speak to a P\SL Research Consultant:

*Dale Cormier
(514) 938-2604
dale.cormier@pslresearch.com*

*Martin Rouleau
(514) 940-2802
martin.rouleau@pslresearch.com*

*Carys Papageorgiou
(514) 940-2838
carys.papageorgiou@pslresearch.com*

*Raoul Ramirez
(514) 940-2823
raoul.ramirez@pslresearch.com*

*Martha Karras
(514) 940-2824
martha.karras@pslresearch.com*