



Beth, Frank and Lizzie Miller will never even know what KOL stands for...

But it was the collaboration of KOLs that led to the development and approval of the breast cancer drug that helped save Beth's life.

You know what it stands for: Key Opinion Leaders. They're the much sought-after thought leaders in a particular therapeutic category or life science. Finding the most influential KOLs and gaining the privilege of working with them on educational outreach and clinical study implications can make a world of difference in drug development, approval and adoption. The net of that is a dramatic positive impact on human lives.

Yet there's a lot of speculation about what effect new guidelines and the Sunshine Act will have on the willingness of physicians to serve as KOLs, and the ways pharmaceutical

companies can build new relationships with them.

The impending changes make it more important than ever to find the optimal KOLs to add insights to your current depth of knowledge, bring fresh new ideas to improve today's methodologies and to help us discover new options to treat conditions that were untreatable only a few years ago.

Our partnership is not just about honoraria and financial compensation. We're in a shared quest for better health. In our book, KOL really means good medicine and good health. And that's the kind of ROI² we can all be proud of.

For more information about ROI²'s mission, track record, case histories and unique tools to attract effective KOLs and enhance availability of life-changing therapeutics, visit us at www.roi2.com



**INFLUENCE INTELLIGENCE
FOR BETTER HEALTH**