
75% of KOLs Became Advocates Within Three Months



Case Study: Oncology

Results

Using the Influence Relationship Management (IRM) platform to improve both marketing and sales operations, the pharmaceutical organization now has the ability to:

- *Measure* the market impact of key leaders.
- *Align* with field based competitive intelligence.
- *Target* based on KOL network optimization.
- *Directly impact* key decisions across the company's marketing and sales organizations and provide an integrated view of influence relationships among oncologists and institution referral networks.

Background

A pharmaceutical organization, with a product already launched in Hepatocellular Carcinoma (HCC), needed to understand and further identify key roles for new indications.

Challenge

Gain a more robust understanding of the oncology market-driver KOLs and local influencers.



Solution

ROI² activated its syndicated analytical solution, customized to the client's needs in the oncology market, segmented by relevant tumor types. This approach provided network optimization at national, regional, and local levels including referral networks, peer to peer interactions and community analytics.

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