

KOL Identification in Late-Stage Clinical Trials

The Situation

A BioPharma client had an orphan drug used to treat a rare endocrine disorder in late-stage clinical trials, but no existing network of Key Opinion Leaders (KOLs) in this rare, niche therapeutic area. They needed to assemble a deep network of KOLs with unique and specific credentials and do it quickly to utilize their expertise in various peer-to-peer strategies, including advisory boards, curriculum development, disease state awareness programs, and ultimately post-launch speaker programs.



The Solution

Vision2Voice began an extensive, international search with the goal of locating the top 200 KOLs with specialized expertise in this rare endocrine disorder. Our solution was implemented in three phases:

1. Phase 1 – Identification and ranking of KOLs

We began with comprehensive research of publicly available information to identify those individuals with significant activity and seniority within the therapeutic space.

2. Phase 2 – Qualitative assessment and validation of KOLs

After the completion of Phase 1, we developed a criteria and ranking system to provide an in-depth profile of the KOLs uncovered by reviewing factors such as participation in clinical trials, conferences, associations, and publications within the last five years, among other criteria.

3. Phase 3 – Detailed KOL summary data for use in outreach

Over 230 KOLs were identified, verified, and profiled by our research, which we delivered to the client on time and on budget in a detailed spreadsheet which included insights on the key criteria defined upfront.



The Results

Soon after we delivered the report, it was reviewed by the client's stakeholders, who then worked with Vision2Voice to create a short list of experts. We then reached out to these potential KOLs and other influencers to assess their interest in engaging. Those who were interested were contracted to participate in the speaker's bureau. This speaker's bureau went on to play an important role in spreading awareness of this rare endocrine disorder as the BioPharma company prepared for launch.



The Difference is in the Details

Contact Vision2Voice to learn more about how we can achieve results for you!



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