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OCTAVUS CONSULTING

Octavus is a boutique consulting company, engaged in comprehensive business research, market intelligence, market research and data analytics by providing support and outsourcing solutions to bio-pharma, MedTech, diagnostics, digital health companies and healthcare start-ups.

Services offered:1. Competitive Intelligence2. Business Intelligence3. Market Assessment4. Conference Coverage 5. Business development analysis



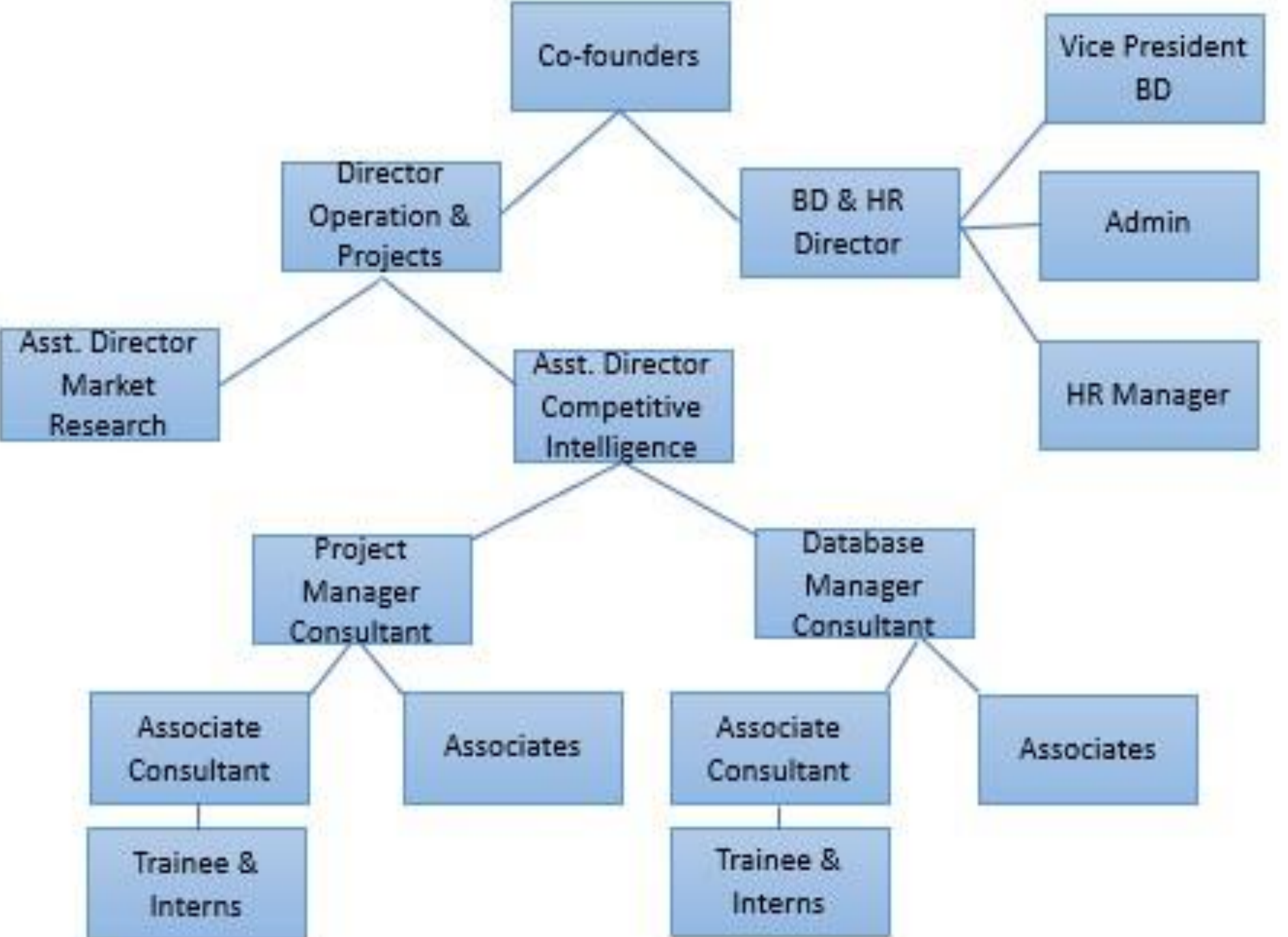
MISSION

To cater business needs with the right sources at the right time to enable our clients' take strategic decisions. Redefining intelligence reinforced with dynamic data, knowledge, and technology.

VISION

To be a valued partner to our clients and an asset to our communities, To undertake and deliver every project, with the same enthusiasm & zeal, To provide a differentiated offering resulting in the value-for-value return.

ORGANIZATION STRUCTURE



BRIEF ABOUT KEY OPINION LEADERS

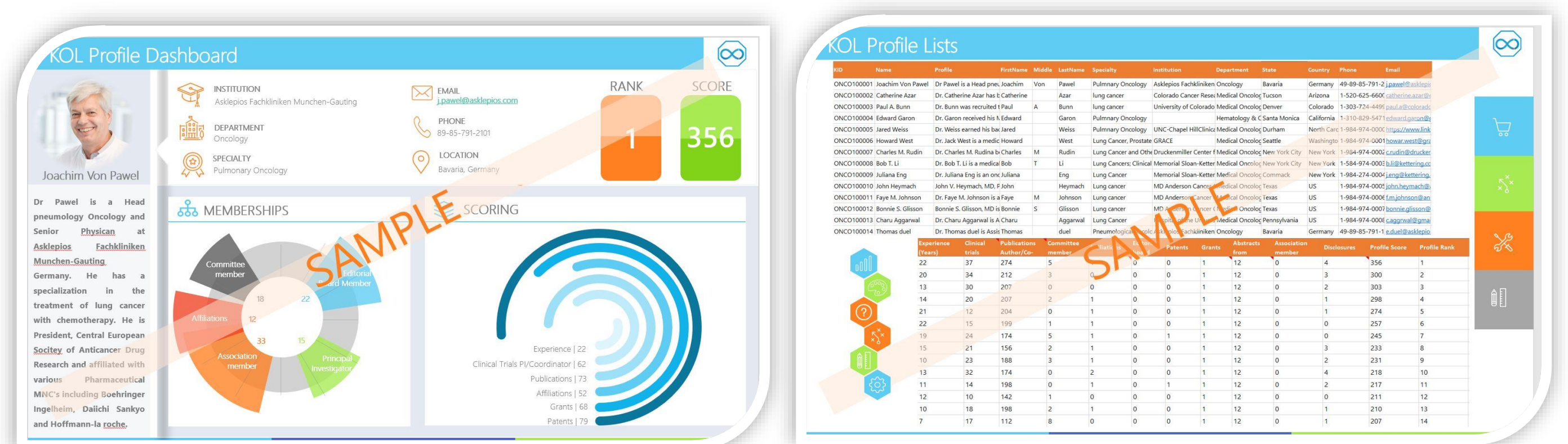
Key opinion leader (KOL) can be defined as someone who's considered as an expert on certain topic and whose opinions are respected by the public.

KOL in pharma industry can be any professional doctor, physician who are often highly respected and are medical experts who can provide valuable feedback on marketing and product feature of new medicines. In healthcare industries these KOL's could be:

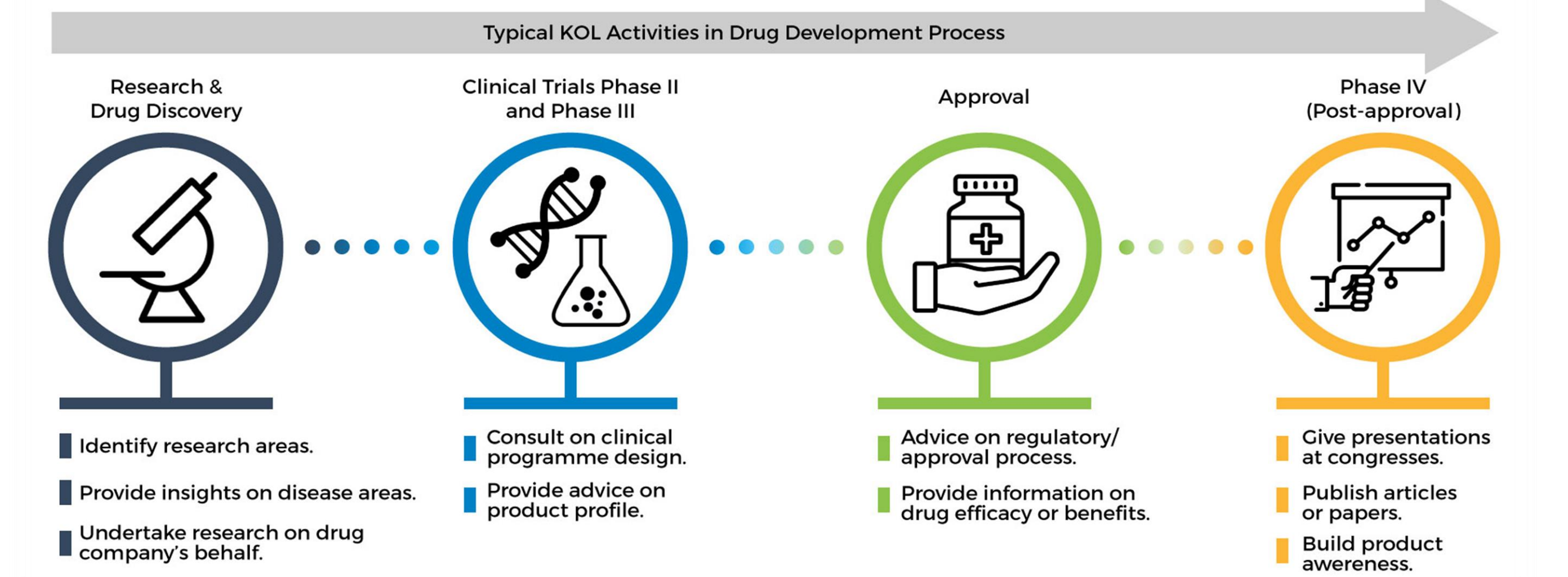
- Physicians
- Hospital Executive
- Researchers
- Professional Advisor's
- Health System Directors
- Patient Advocacy Group members and more.

IMPORTANCE

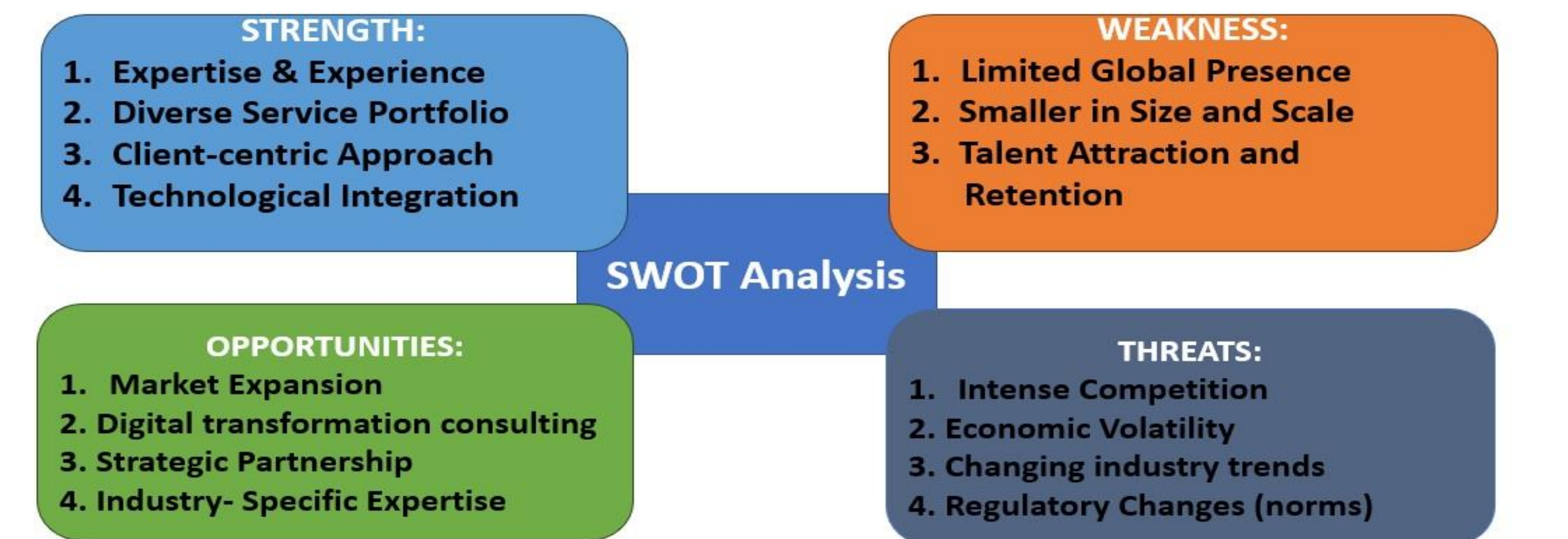
- They increase the awareness of a company's brand by influencing on market and consumer trends.
- They are key to the marketing and communication strategies of pharmaceutical companies.
- Boost the customer's reach.
- Differentiate the product from other competitors.
- Increase the credibility of brand.
- KOL engagement helps companies develop their novel products with the appropriate advice and guidance on technicalities, marketing, conducting clinical trials, and the regulatory process.



Engaging with KOLs on Drug Development



SWOT ANALYSIS



LEARNING OBJECTIVES

Generating KOL Database:

- Learn to create a comprehensive database of influential Key Opinion Leaders (KOLs).
- Develop skills in identifying and gathering relevant information about potential KOLs of industries.

Secondary Research:

- Master the art of conducting effective secondary research to collect valuable insights from existing sources.
- Acquire the ability to analyze and interpret the information obtained through secondary research methods.

White Paper:

- Understand the purpose of white papers as authoritative documents addressing specific Indications of disease or proposing solutions.
- Develop research and writing skills to create well-structured white papers that convey expertise, present evidence-based insights, and engage the target audience effectively.

CHALLENGES

- 1.Extensive data collection from diverse sources and platforms.
- 2.Ensuring data accuracy and verifying KOL credibility.
- 3.Time Consuming
- 4.Addressing incomplete information while maintaining accuracy.
- 5.Regular database maintenance to keep data updated.
- 6.Balancing quantity and quality of KOLs in the database.

SUGGESTION

1.using automation such as WEB SCAPPING to gain data can significantly streamline the process of compiling a KOL database. Automation involves employing technology and software tools to collect, organize, and update information's.

PRODUCTS AND SERVICES

PharmaShots

PharmaShots is an innovative news service, which provides concise real-time news updates of Pharma, Biotech, Medtech, Digital Health, Diagnostics and Life science industries.

IntelliShots

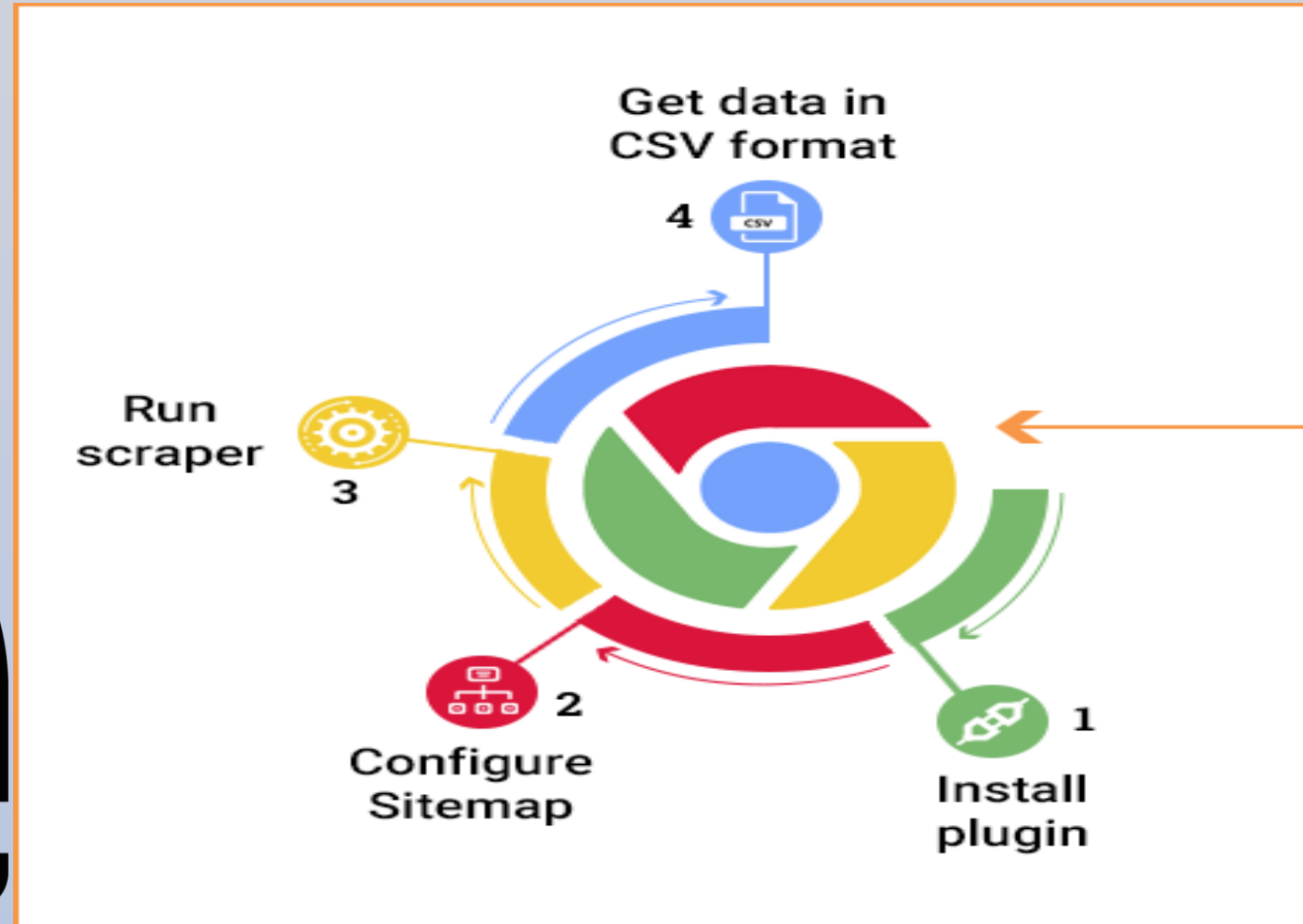
IntelliShots is a cloud-based customized platform for all the real time updates required to track competitor activity and create strategic & comprehensive solutions.

ProfileShots

ProfileShots is a curated KOL profiling service for the life science and Pharmaceutical industry to maintain a record of the Key Opinion Leaders of relevant therapy areas.

TrialMaps

TrialMaps is a global trial analysis service with advanced analytics for a broad analysis of the ongoing clinical trials which provide updates on a competitor's product.



SNAPSHOTS

