

**Summer Training at
Docplexus Online Service Pvt. Ltd., Pune**

Deriving a KOL Influencer Score

**By
Shivam Parkash**

**Under the guidance of
Dr. Ashok Peepliwal**

**MBA Pharmaceutical Management
2017-2019**

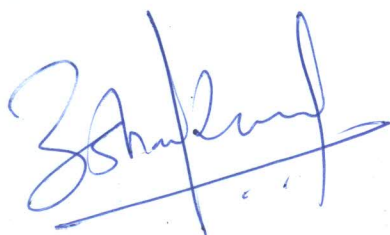
 **IIHMR UNIVERSITY**
School of Pharmaceutical Management
The IIHMR University, Jaipur
2018

CERTIFICATE

This is to certify that **Shivam Parkash** has undergone summer training at **Docplexus, Pune** on **Deriving a KOL influencer score** from **2nd April 2018 to 2nd June 2018**.

The candidate himself completed the project assigned to his summer training. His approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish him success in all his future endeavors.

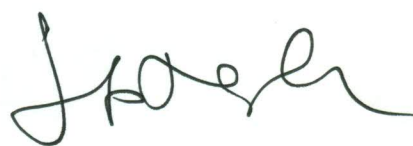


Dr. Ashok Peepliwal

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Monday, 6th August 2018

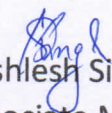
To Whomsoever It May Concern

This is to certify that Shivam Prakash has successfully completed his internship with Docplexus Online Services Pvt. Ltd. from 2nd April to 2nd June 2018 under the guidance of Vinayak Sathe, Project Manager.

As 'Data Analysis Intern' in the Data team, Shivam has completed his project with utmost sincerity. His performance during the tenure was satisfactory.

We wish him all the best for his future endeavors.

For Docplexus Online Services Pvt. Ltd.


Kushlesh Singh
Associate Manager – HR & Admin



Acknowledgement

The internship opportunity I had with Docplexus was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to the Mr. Phanish Chandra (CEO & Founder, Docplexus) for allowing me to carry out my project at their esteemed organization.

I express my deepest thanks to Mr. Ashok Peepliwal (Associate Professor IIHMR University Jaipur) and Mr. Vinayak Sathe [Project Management Professional, Docplexus] for taking part in useful decision & giving necessary advices and guidance. I choose this moment to acknowledge his contribution gratefully.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future,

Sincerely,

Shivam Parkash

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Docplexus

Docplexus is an organization which provides a technical platform to registered doctors in India. Docplexus is one of the Largest Global Online Communities of Doctors, with 275,000+ registered members. Our mission is to 'Empower Doctors' through a peer-to-peer exchange of patient cases, medical dialogue and interdisciplinary learning. Empowering verified doctors practicing modern medicine to make better clinical decisions by facilitating exchange of patient cases, dialogue with other members and offering knowledge centres, treatment guidelines, certified education resources and latest medical news. We do everything with our care value of hard work, honesty, and trust.

Docplexus' revolutionary offerings have made it the most favoured professional networking platform allopathic Doctors of India. It is also the first choice of leading KOLs, medical associations and organizations for communicating with the medical fraternity.

Members to Docplexus are free but limited to verified allopathic doctors only.

One of the Largest Online Global Communities of Doctors

275,000+ doctors practicing modern medicine are on-board Docplexus, making it one of the largest online communities for physician.

275,000+ doctors across 94 specialties and 1500 cities.

They collect the primary data about the physicians through existing databases of different organizations, through various other websites and using different associations related to the doctor's community. Then they will further analyze the gathered data and finds out the valuable information for the project or task.

There are different departments in organization who perform different task on routine bases to gets the decided milestones by the team Docplexus. Like Technical team, Medical Writing team, Media team, Marketing team, Sales Team, HR & Admin.

These teams provide their best to makes the organization better and growing as new idea in the technical world.

Mission

We believe, an informed doctor is better positioned to make clinical decisions, subsequently leading to advancement in healthcare. As a company with the mission of empowering doctors, our efforts are naturally directed at furthering knowledge-sharing by bringing the community closer. We make accessible peer advice, medical guidelines, and updates on latest progress in different specialties on a single platform.

Working environment:

Docplexus have healthy working environment where merit is rewarded. Degree of growth in the company is very high. Friendly working conditions for employees at Docplexus. Flexible time provides by the company to employees. Docplexus gives excellent growth opportunities

for each team member. The open work-culture is refreshing and gives an opportunity to explore and experiment. Ideas are heard and appreciated. It gives a chance to work on new challenging task and ideas every other day. Very good exposure & opportunity to test ideas and build things from scratch.



Introduction:

KOLs: As pharmaceutical and life-sciences organizations look for the best, effective approaches to oversee coordinated effort with the doctors who direct research, compose articles, or talk on their benefit, relationship administration of the association with these top doctors, or key conclusion pioneers (KOLs), has eventually developed as an individual business teach. Like CRM (Client Relationship Managements), KOL administration is a basic segment for advertisers and restorative staff for the duration of the life-cycle procedure of a particular medication or item.

By managing a business procedure that makes and keeps up important and collective connections amongst KOLs and business capacities from showcasing to therapeutic undertakings, pharmaceutical and life-sciences organizations can encounter expanded offer of voice and quickened appropriations at the worldwide, national, and local level.

The KOL Management can be obtained by

- Robust KOL Profiles
- Relationship Management
- Adoption by entire company
- Identify appropriate KOLs
- Evaluate synchronized information

1) Robust KOL Profiles

The CRM programming extricates whole KOL profiles to call attention to the required clients. The particular information of KOLs can be nourished into the product to assemble far reaching KOL profiles. The KOL profile will comprise of finish information from contact to previous history of brands of a KOL. The product encourages clients to have a brought together database if distributions, clinical preliminaries, URLs and other applicable archives through substance library. Social CRM empowers to get the constant posts of KOLs by getting to their social profiles.

2) Relationship Management

The product records singular information and furthermore associates information which generally might be inconspicuous. The CRM serves to independently oversee single KOL and thus counteracts blunder of relationship by making the procedure substantially more proficient. CRM arrangements likewise encourage arrangements and record it.

The long haul relationship might be achieved by discussing consistently with KOLs and know about their up and coming desires. Every one of these correspondences can be recorded in the product for future references.

3) Adoption by entire company

Through CRM, the unified database can be gotten to by whole organization at different phases of medication improvement from R and D to promoting to settle on pivotal business choices. CRM likewise creates cautions in order to avoid reaching same KOL numerous circumstances. This guarantees better connection amongst KOL and the organization in long run.

4) Identify appropriate KOLs

Recognizable proof of particular KOL is especially essential as some of the time an engaged examination of specific information might be required to settle on an exact choice. One case would dissect just distributions of a KOL to consider him for white paper of their under preliminary medication.

CRM arrangement disposes of all superfluous data while managing such particular situations and pinpoint and seclude the specific KOL required.

5) Evaluate synchronized information

The CRM programming gives current reports and ongoing archives of a person to settle on suitable choice in KOL administration.

The nitty gritty reports from incorporated database causes supervisors to ponder all exercises identified with KOLs for a particular traverse of time there by guaranteeing improved KOL Management. The conclusion pioneers might be positioned in databases in their particular restorative zone.

KOLs Mapping:

It has turned out to be clear that distinguishing the proper and most impactful key sentiment pioneers (KOLs) can significantly affect the accomplishment of your item. What isn't generally evident is the best strategy to take with the goal that lone the most elevated esteem KOLs are associated with your cooperation endeavors. The Docplexus way to deal with KOL focusing on and profiling mixes numerous wellsprings of information joined with strong malady state and market understanding.

KOL Management is a vital piece of Pharmaceutical advertising. With parcel of information catch abilities driven by innovation enormous information might be accessible however every one of the information is great just according to its pertinence. In this manner progressively the information accumulated, the harder it is to isolate proper information to pinpoint specific KOL for particular regions.

Today Specialist KOLs (thought pioneers) in imaginative treatment are really sought than an extremely conspicuous KOL particularly in rising classifications of treatment like Alzheimer's the place ground breaking doctors might not have a higher perceivability. Consequently to distinguish such an idea pioneer right on time in universal, national or territorial level has remained a test for pharmaceutical organizations.

Finding the privilege KOL for the activity for specific item, KOL Mapping completes a top to bottom investigation of data and gives a quantitative way to deal with distinguish KOLs at different geographic levels.

Mapping can find the authority of a KOL over the globe by class and furthermore his impact among peers. Mapping is likewise about distinguishing proof of neighborhood doctors who have effect without anyone else nearby networks.

Innovations in KOL mapping is finished utilizing different apparatuses like CRM, VBA dashboards which utilize gigantic backend information gathered by essential and auxiliary research. The key activities by physicians are captured, like:

- Publications

- Clinical Trials
- Editorial Boards
- Guidelines Participation
- Company Affiliations
- Advisory Boards
- Scientific Societies/associations
- Regulatory affiliations
- Patient Advocacy Groups
- Social media activity

Literature Review:

- [www.I:/Insider-KOLIP-P%20KOL%20identification.pdf](#) “this article depicts the better understanding on that how we can do identification and profiling of KOLs” article is published by “niche science & technology, UK in 2016”.
- [www.I:/2016_Truven_Health_Four_Steps_KOL_Insights_Brief.pdf](#) “this article gives the information about how we can engage with KOLs and better strategy to retain them” article by “Truven Healthcare Ltd.” in 2016.

Objectives:

- To analyze top doctors in ophthalmology.
- To identify ‘KOLs Type’ using qualitative indicators (Academics, Research, Experience and maximum consultation fees)
- To find out the influencer score of selected doctors on the basis of different variables.

Methodology:

- **Sample size and details:** Samples of 140 doctors in Ophthalmology therapeutic area were taken for this study.
- **Data Collection:** The data, which is collected for study, is secondary data; has been collected from different websites and social sites.
- **Data Analysis:** The data is analyzed with the help of excel and also did some primary search through communication with sales force.
- **Research Design:** Descriptive design was used for this study.

Project1:Analysed the doctor's profile and gathered the information related to doctor about his academics, experience, research, awards, social presence with the help of secondary research and also Identify 'KOLs Type' using qualitative indicators (Academics, Research, Experience and maximum consultation fees).

KOL Mapping: KOL Mapping causes organizations to find KOLs as speakers, lead workshops on their items.

- Mapping monitors required KOL's vocation and with refreshed data for a brand.
- KOL with creative treatment might be focused against a conspicuous KOL.
- Mapping additionally makes organizations more comfortable with the KOLs before moving toward them with arrangement.
- The key qualities of KOL is now known to the organization agent to build up a compelling relationship, in this manner organizations can adequately utilize their assets.
- Mapping helps in relationship administration by understanding the doctor conduct while treating a patient.
- Targeting for specific section like warning sheets, speaker programs, clinical preliminaries and for composing distributions of a specific brand is less demanding by an exhaustive Mapping study.
- Mapping Strategy can find those feeling pioneers who can discuss the item and make it recognizable among his companions previously commercialization of the item.
- Study of KOL Mapping helps organizations in mark situating of their item in early period of market dispatch by getting to pros keen on inventive innovations.
- Mapping can demonstrate creative reasoning assessment pioneers to pinpoint the worries of existing treatment and can find new treatments in future for a specific helpful region.
- Despite the fact that there are in numerous advantages of KOL Mapping, the significant concern is, the information may not be exact and dissecting just with clinical preliminaries and productions information, its time span of usability is too less.
- Relatively numerous fair size to substantial pharmaceutical organizations consider KOL mapping as an imperative device for their KOL administration systems. Numerous statistical surveying organizations claim to do the mapping yet getting the correct procedure is the key.

Findings: Data Analysis

S. No.	Doctor Name	TA	City	KOL TYPE	Experience
1	Dr. AartiSubhrit	Ophthalmology	Noida	budding	18
2	Dr. GV Divakar	Ophthalmology	Bangalore	Local	36
3	Dr. RV Azad	Ophthalmology	Delhi	Regional	41
4	Dr. S. Bharti	Ophthalmology	Delhi	Regional	36
5	Dr. VarunGogia	Ophthalmology	Delhi	local	7
6	Dr. Ajay Dave	Ophthalmology	Delhi	Regional	30
7	Dr. BhuvanChanana	Ophthalmology	Delhi	Regional	11
10	Dr. Aparna Gupta	Ophthalmology	Delhi	Local	12
11	Dr. SudharshanKaushal	Ophthalmology	Delhi	Local	30
12	Dr. SubhasDadeya	Ophthalmology	Delhi	Local	23
13	Dr. AK Khurana	Ophthalmology	Rohtak	National	25
14	Dr. JitendraJethani	Ophthalmology	Vadodara	Local	18
15	Dr. (Col) Jaivir Singh	Ophthalmology	Mohali	Regional	29
16	DrAditiKarishnaAgarwal	Ophthalmology	Gurgaon	Local	13
17	Dr. Deepak Kumar Khurana	Ophthalmology	Patiala	Local	30
18	DrPradeep Sharma	Ophthalmology	Delhi	National	29
19	Dr Anita Panda	Ophthalmology	Delhi	National	41
20	Dr. MurugesanVanathi	Ophthalmology	Delhi	National	23
21	Dr. Tanuj Dada	Ophthalmology	Delhi	International	22
22	DrRasik Vajpayee	Ophthalmology	Melbourne , Australia	National	34
23	Dr Suresh K Pandey	Ophthalmology	Kota	Regional	20

Hence segmenting KOLs using both qualitative and quantitative methods with multi data points is very essential.

- First the quantitative data from secondary like advisory boards, publications, conferences attended, clinical trials, social media activity, guidelines etc are collected and then peer reviews are collected by primary to validate the secondary data. Therapeutic area is popular for mapping like ophthalmology is used.
- Usage of multiple data points with qualitative analysis by peer review is the most important part of mapping. Mapping is just not by university or research institutes data but also through message mapping, organizational mapping and social media mapping (Sociometric analysis).

Project2: To find out the influencer score of selected doctors based on different variables.

KOL Influence assumes a vital part in KOL administration. Three noteworthy things to be considered for KOL impact are:

1) Differential impact of KOLs

KOLs impact in various market portion changes differentially. Understanding the level of impact in required fragment of illness region is the key. The impact of best KOLs are diffuse in a few fragments like diabetes where just 8% is the impact by top 3 KOLs while in crohn's illness top 3 represents 57%.

2) Proposals

Associate selection is imperative as a KOL is profitable just in the event that he is prevalent among his companions. Through ordinary information accumulations to recognize such KOLs might be troublesome in business sectors where less auxiliary information is accessible or legitimate confinements are discovered which restrict the data.² Internationally peer designation can be exceptionally compelling strategy for distinguishing such KOLs by essential methods.²

3) Business Need

To recognize substantial KOLs expedites a gigantic brunt organization's business for quite a long time. If there should be an occurrence of wrong KOLs the organization will squander profitable time and cash on doctor who really has less or no impact his peers.

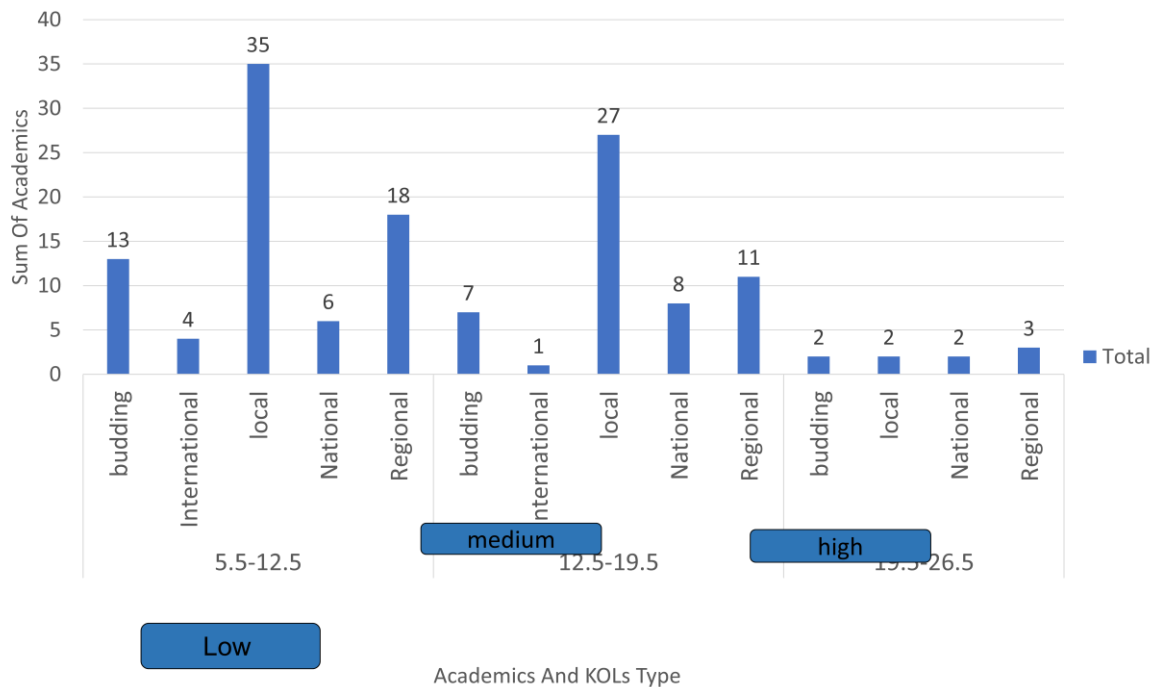
Consequently conventional technique for catching increasingly KOLs is not any more a business requires. Here is when KOL impact mapping comes where it encourages enhancement of information in indicated restorative zones by optional information as well as through companion selections (essential information) that yields the noteworthy information speedier.

Findings: Data Analysis

Data is analyzed on the basis of particular scores that make influencer in comparison of other KOLs. We used different variables to find out the KOLs score like Academics, Research, Experience, Publications, and Social Activity. These all variables were used to find out the KOLs influencer score and based on these scores we do categorization in high, medium & low influencer in particular variable.

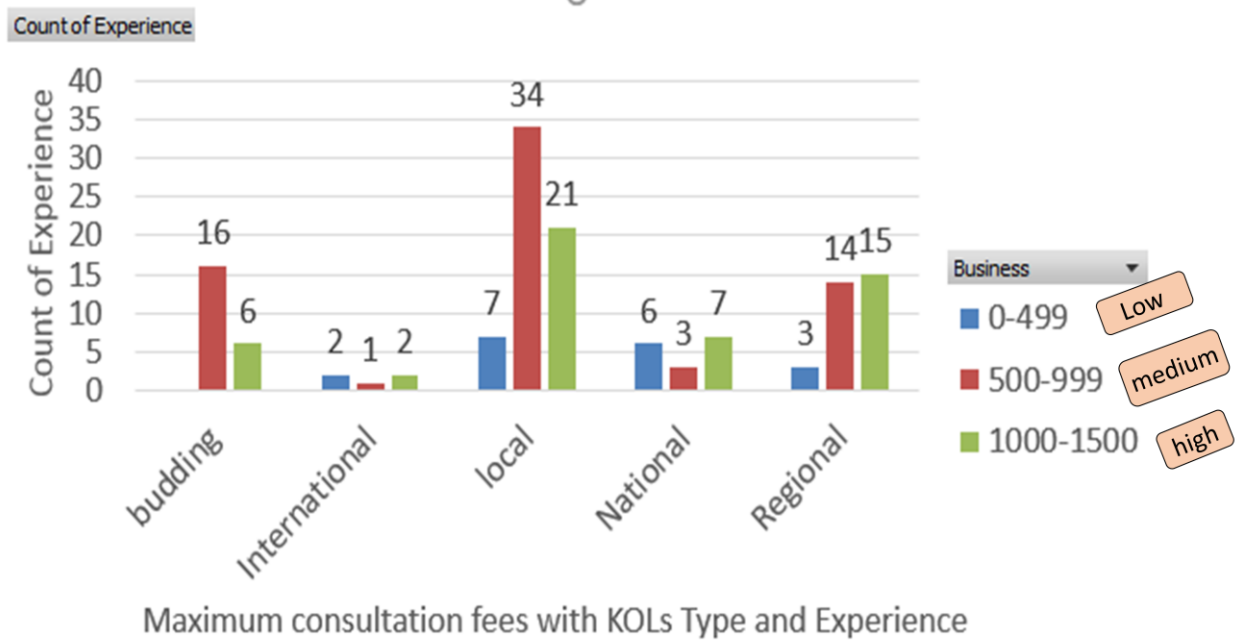
Variable:1 (Academics with KOLs Type)

This graph depicts that among all KOLs only 9 are spotted in academics high influencer KOL.



Variable:2 (Maximum Consultation Fees with KOLs Type)

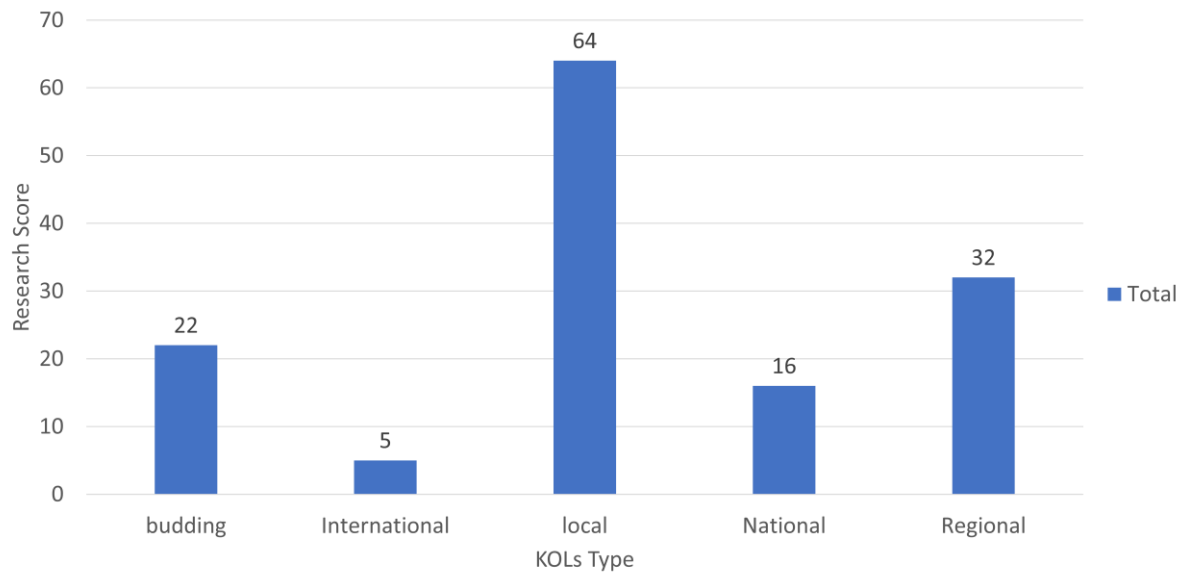
This bar graph depicts that the KOLs doctors who have maximum experience are charging high consultation fees. Therefore, they are high influencer.



KOL TYPE ▾

Variable:3 (Research with KOLs Type)

This bar graph depicts that local and regional KOLs are high influencer in research variable.



Recommendations:

In today's KOL management where not only the prominent KOLs in national and international level but also the emerging leaders in local communities are of prime importance, KOL mapping is indeed a breakthrough.

Well managed KOLs for any Pharma Company can experience increased share of voice at global, regional and national levels. As physicians try and follow these KOLs is their prescribing patterns as KOLs opinions stems from years of industry experience and medical affiliations.

Hence getting the right KOLs to conduct research, write articles, speak on their products before and after product launch can increase the SFEs of Pharma companies.

The KOL management is thus very essential for any pharmaceuticals, biotechnology and medical devices sector.

Right KOL's equals to effective sales force

- Medical Liaisons can better assess and pinpoint individual KOL and develop solutions around those needs.
- Providing tailored messages to specific KOL to enhance impact on actual prescribing.
- Optimize resources for brand portfolio across a region or multiple areas.
- According to existing market needs the MRs can develop their competencies leading to KOL satisfaction resulting in repeat sales.
- The centralized database enables management to have transparency of sales team and KOL interaction.

Thus adopting such a technology by companies will be Cost effective as Classifying and prioritizing a required KOL is much easier task. The Sales Force Effectiveness can be enhanced through adopting such software solutions as the sales force can be directly asked to contact exact required KOL.

Influencers are seen distinctively contrasted with their superstar partners. Social media influencers are ready to make a discussion, making efforts considerably more captivating since these 'genuine' individuals are sharing musings and thoughts regarding a product. Word of Mouth is amazingly essential as far as buyer basic leadership—20 to 50 percent of all obtaining choices are impacted by it. These influencers are viewed as the specialist in their subject matter, and are seen to be dependable and congenial in light of the fact that they are known to their crowd.