

# DERIVING KOL INFLUENCER SCORE

Shivam Parkash, Rekha Kumari

MBA PM -09

INSTITUTE OF HEALTH MANAGEMENT AND RESEARCH ,JAIPUR



## Introduction

### KOL ( Key Opinion Leaders)-

As pharmaceutical and life-sciences companies search for the most effective, efficient ways to manage collaboration with the physicians who conduct research, write articles, or speak on their behalf, relationship management of the interaction with these elite physicians, or key opinion leaders (KOLs), has ultimately emerged as an individual business discipline. Similar to CRM ( Client Relationship Managements), KOL management is an essential component for marketers and medical staff throughout the life-cycle process of a specific drug or product.

By sustaining a business process that creates and maintains meaningful and collaborative relationships between KOLs and business functions from marketing to medical affairs, pharmaceutical and life-sciences companies can experience increased share of voice and accelerated adoptions at the global, national, and regional level.

## 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:** A sample of 140 KOLs were taken for this study.
- Data Collection:** The data, which is collected for the purpose of 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 spss ; technique that we have used was bar graph to draw the information.

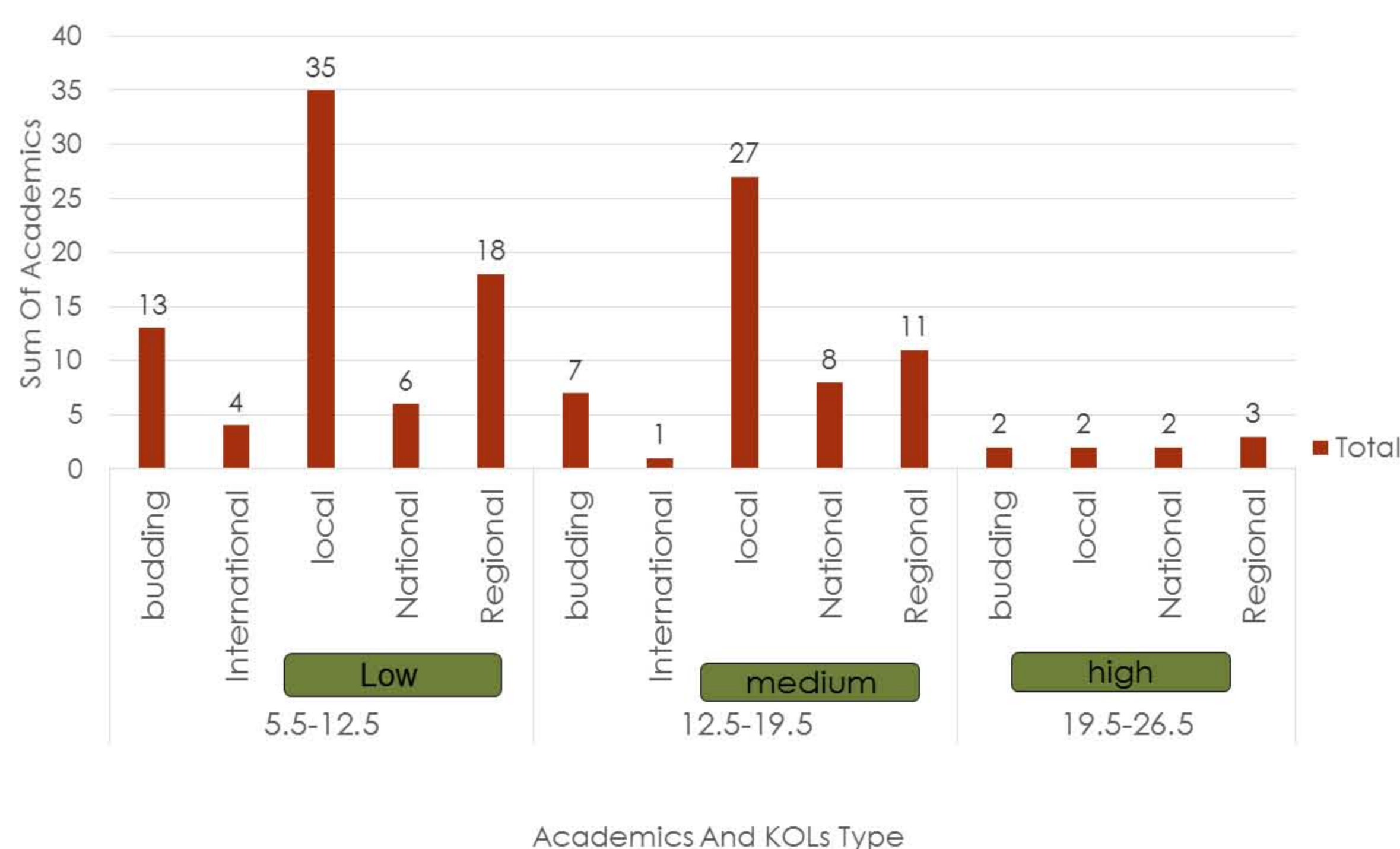
## Research design

- Descriptive design was used for this study.

## Results

Variable:1 ( Academics with KOLs Type )

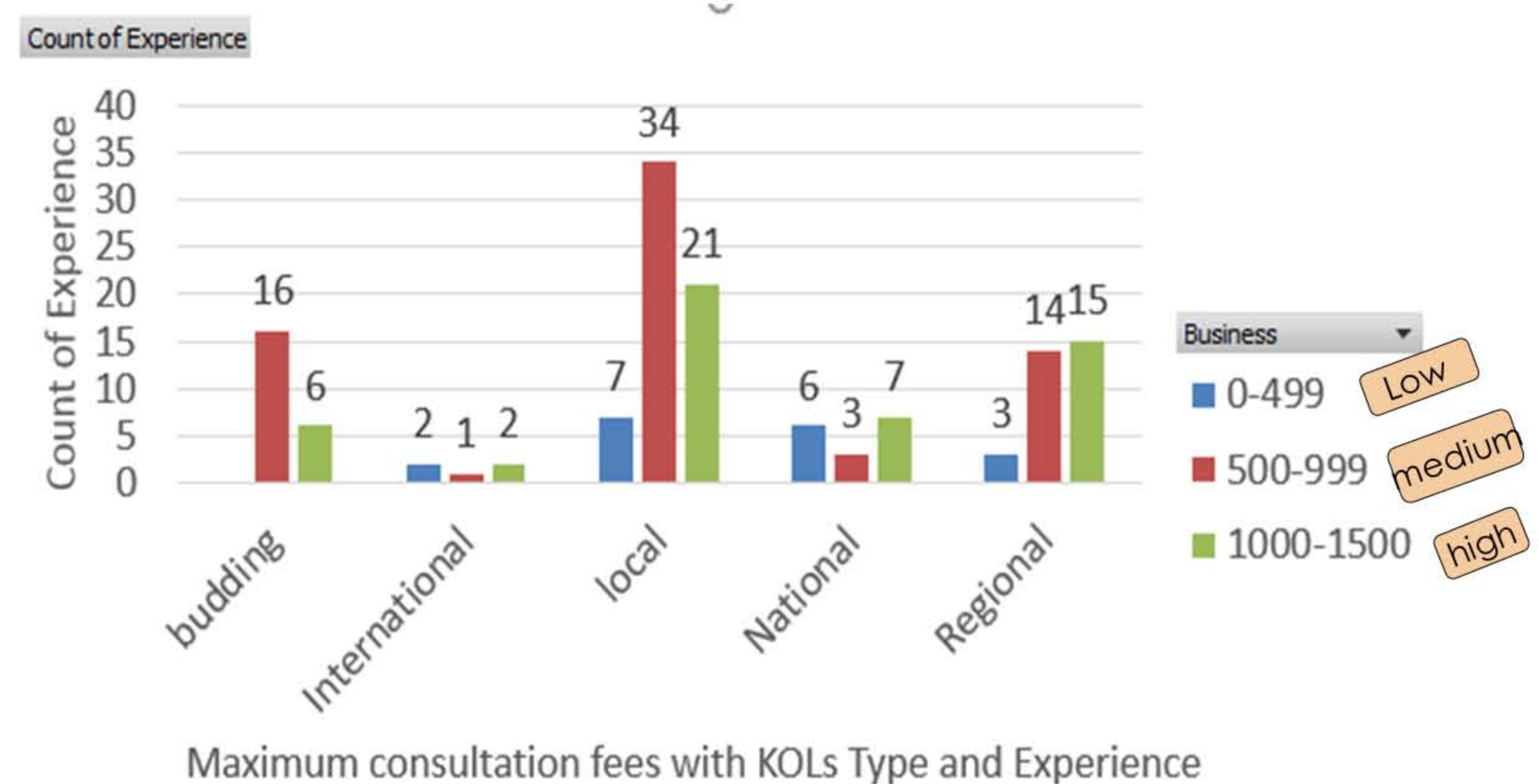
This graph depicts that among all KOLs only 9 are spotted in academics high influencer KOL.



## Results

Variable:2 ( Maximum Consultation Fees with KOLs Type )

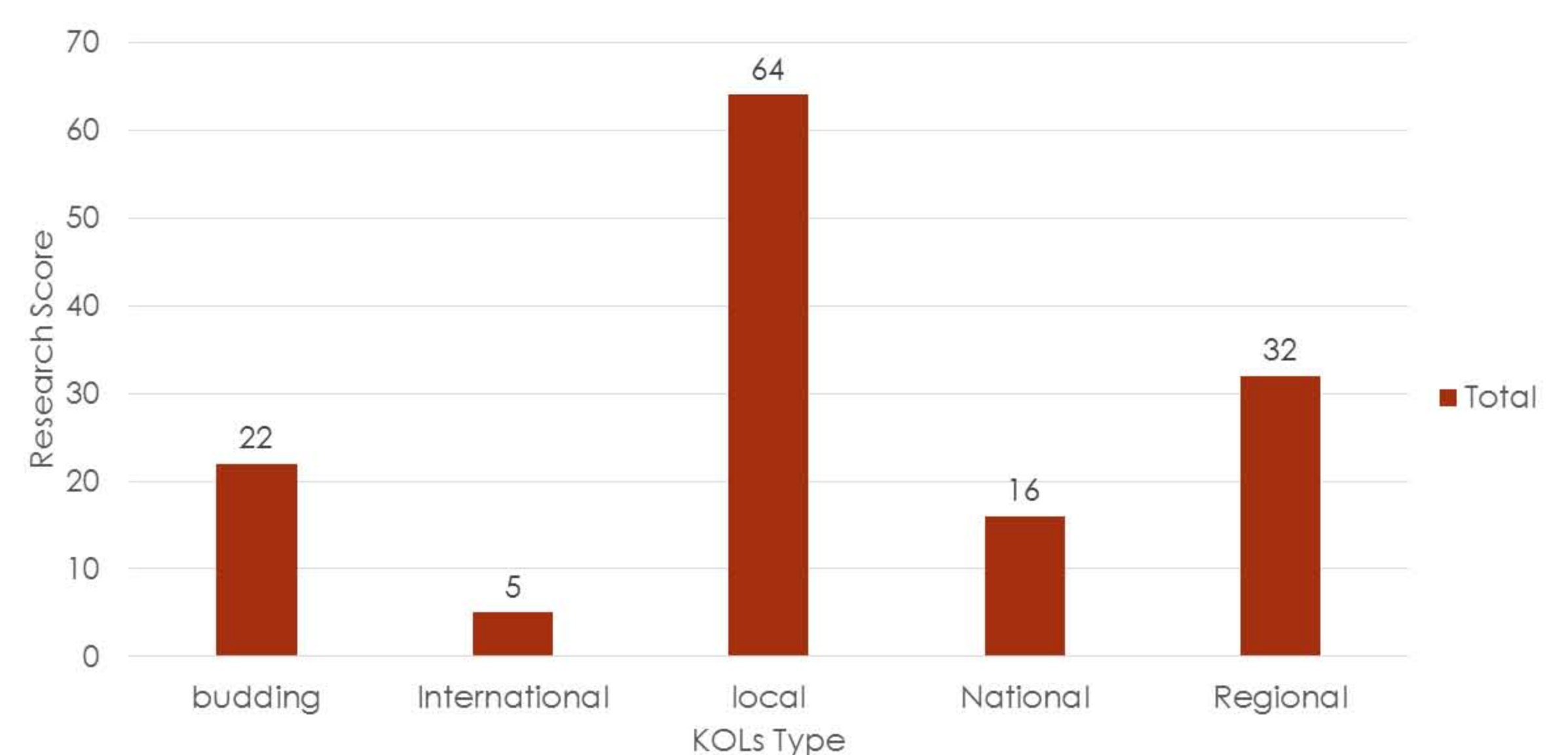
This bar graph depicts that the KOLs doctors who have maximum experience are charging high consultation fees. Therefore, they are high influencer.



Maximum consultation fees with KOLs Type and Experience

Variable:3 ( Research with KOLs Type )

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



## Conclusion and Recommendations

Influencers are viewed differently compared to their celebrity counterparts. Social media influencers are able to create a conversation, making campaigns much more engaging since these 'real' people are sharing thoughts and ideas about a product.

Word of Mouth is incredibly important in terms of consumer decision making— 20 to 50 percent of all purchasing decisions are influenced by it.

These influencers are regarded as the authority in their area of expertise, and are perceived to be trustworthy and approachable because they are known to their audience.

| Influencer Score | Academics<br>( Variable 1 )                                                                                       | Experience with<br>max. consultation<br>fee<br>( Variable 2 ) | Research<br>( Variable 3 )                                                                                 |
|------------------|-------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| High             | <ul style="list-style-type: none"><li>Oration</li><li>CMEs<br/>(Continuing me<br/>dical education<br/>)</li></ul> | Business model                                                | <ul style="list-style-type: none"><li>R&amp;D</li><li>Clinical trial</li><li>Advisory<br/>boards</li></ul> |