

KOL Referral Networks Delivered by AdvantageMS

Clients Maximize Sales and Marketing Efforts

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We recently delivered several KOL Referral Mapping projects and we wanted to share some highlights:

KOL Referral Mapping:

We use claims data and membership in medical associations and medical schools to map links between providers - we do not use surveys. Some of the details we identified for one client which will help their brand;

- Identified new accounts to open
- Gained insights on where they could strengthen current relationships
- Identified key Physicians for speaker programs
- Created a refined key investigator target file for clinical trial placement

Our research identified:

- 203 Physicians trained 6,088 others - All were identified with current addresses, State License numbers and NPI for sampling and Aggregate Spend reporting.
- 21,453 distinct patients were identified with this Specialty Disease
- 9,226 distinct Physicians were identified as treating those patients
- 3,063 providers referring to 1,782 Physicians
- Dr. Franklin referred 84 patients to 16 doctors
- Dr. Cases referred 30 patients...all to a single specialist.
- 80 different doctors referred a total of 136 patients to Dr. Jackson.

KOL Referral Mapping offers you the opportunity to target your sales and marketing investments for maximum return.

Call us today to discuss your brand!

[About AdvantageMS](#)

AdvantageMS is a leading supplier of territory alignment software, Master Data Management, and Sales and Marketing Operations consulting services to the Pharmaceutical Industry.

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