



KOL Referral Mapping

Discover the Value of Your Physician Peer Networks

Today Life Science organizations need clear view of their customers to drive sales and marketing investments. AdvantageMS KOL Referral Mapping delivers insight into your Physicians' peer network including patient referral patterns, affiliations to Medical Boards, Medical Associations, Medical Publications and Clinical Trial involvement and more. KOL Referral Mapping uncovers the complex Physician relationships that start during medical school and continue through their educational and clinical careers.

Key Benefits:

Understanding KOL and Referral Networks provides the foundation for your sales force deployment.

- Identify the path of therapy among your patient population.
- Advance your brands' market penetration by identifying and targeting KOLs.
- Identify a minority of Physicians, and their influence on the majority.
- Develop advocacy for your brand with key influencers.
- Identify centers of excellence.
- Identify potential high value Advisory Board members and Speakers.



KOL Referral mapping is available for US markets across all therapeutic areas.

Contact AdvantageMS to discover how KOL Referral Mapping can support your sales and marketing initiatives.

