

MERIT

Merit Data and Technology

Identifying Key Opinion Leaders For Key Medical Therapy Areas



The Client

The client is a leading data, insight, and intelligence provider across the UK healthcare landscape. They own a range of brands catering to the pharmaceutical sector and healthcare professionals across sectors in the UK.

Their analysis, visualization, and service modeling techniques drive sustainable outcomes both for their clients and the NHS.

The Challenge

- Identifying on behalf of the client's customers, the key opinion leaders (KOLs) who are most impactful in specific therapy areas such as Breast Cancer and Chronic Lymphocytic Leukemia.
- This was to enable their collaboration for product marketing, advice and guidance, and gaining insight into unmet needs.

The Solution



Screening Consultant Pool



Developing Metric Qualification Methodology



Creating Robust Scoring Mechanism



Scraping and Universe Build and Refinement



Identifying True KOLs



The Impact

M E R I T



Designed and planned a complete solution in just 4 weeks



20K+ entries analysed to narrow down 100-200 specialists, choosing 50-100 KOLs per project



Customised weightage and scoring system used for 30 parameters across 5 metrics.

Formulated a standardised methodology that allows for swift deployment in new projects.

About Us

Merit is one of the leading data solutions providers, specialising in harvesting, aggregating and transforming data.

We power some of the world's most trusted B2B data products.

Our Approach

Our unique approach includes a highly bespoke service for each client combining tech solutions and manual expertise.

We collaborate with clients' in-house teams, creating long-term partnerships to deliver highly valuable data.

Merit's proprietary data and technology solutions require minimal or no domain expertise to set up and deploy making our offering truly agnostic.



MERIT

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