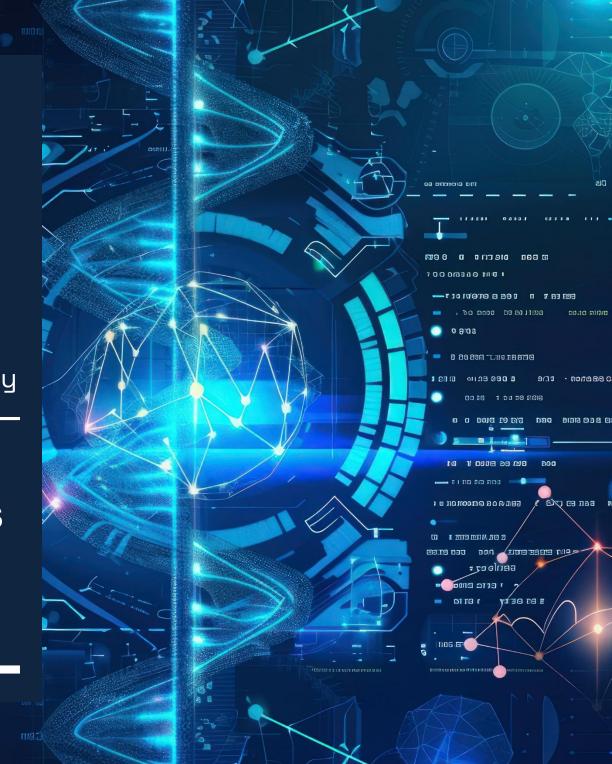
MERIT

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

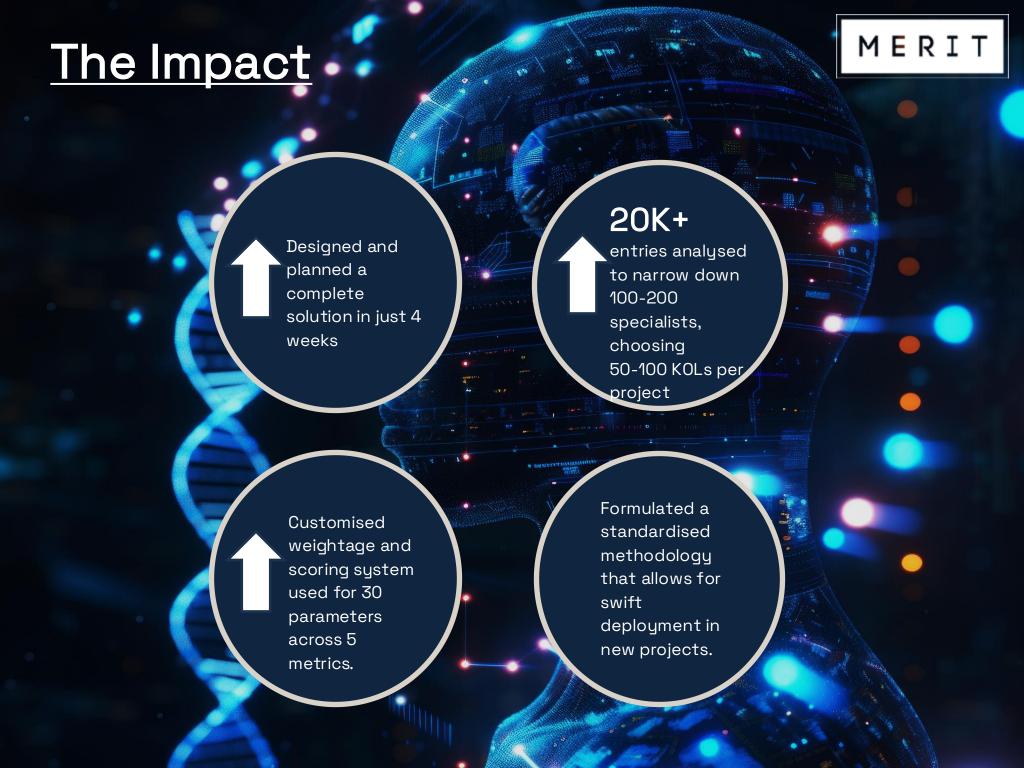


Scraping and Universe Build and Refinement



Identifying True KOLs





#### 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.

