Whether you are launching a new product or defending against a new competitor, key opinion leaders (KOLs) and their networks are critical to gaining first-hand insights into global, regional and local markets and maximizing share of voice in your provider and market access communities. Stakeholder solutions from IBM® Watson Health™ offer identification, mapping and engagement solutions worldwide.

Identifying, mapping and stakeholder engagement

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Selecting the right key opinion leaders

Engaging with the right KOLs as you prepare for a regulatory hearing, develop a clinical trial protocol or refine value messages can provide you with essential context around specific business issues to help inform and refine your strategy.

We work with you to help identify KOLs to address each business question you have that could potentially benefit from KOL input. We provide key data about individuals including their professional stature, competitive involvement and alignment to your specific needs. By using a data-driven selection process, you engage with the right people to provide insights to help you make important business decisions about your product in a given market.
Our stakeholder management solutions have been mapping KOL relationships all over the globe for years. We can customize solutions and offer updated KOL profiles on an ongoing basis to include unique data, such as local language, accessed through the Stakeholder Manager platform. Stakeholder Manager contains 2.5 million KOL profiles and is growing. Sophisticated segmentation capabilities included as part of the profiling process allow your medical science liaisons to clearly identify and engage in the most effective relationships in any country or region of the world.

**Uncovering market access networks**

Engaging external advisors who understand market access stakeholders is a critical factor to help ensure that decision-makers reach the same conclusion about your product value as you have presented in your dossiers, economic models and published research.

Our market access identification and mapping solutions can provide a clear and direct path to access sometimes hidden market access networks and help you to build consensus about the value of your product. Stakeholder Manager contains one of the largest global databases of market access stakeholders available, offering features such as therapeutic area coverage and global reach with local and regional detail, including data available through our relationships with local experts. Thus, there is less guessing about who you need to talk to and how to refine and communicate value messages to stakeholders. The expertise of these stakeholders spans clinical, economic, policy and regulatory affairs and they have been identified as being impactful within their respective country’s market access decision-making process.

Whether you are looking to include endpoints in a clinical trial that support economic value demonstrations, to understand regulatory procedures in a key market, or to understand payer perceptions regarding new data—engaging market access stakeholders can be important to getting the validated information you need.

We work with our customers to provide tailored subsets of market access stakeholders who can be engaged in consultations with maps that display their relationship to payers and health authorities.

**Engaging through virtual advisory boards**

A virtual advisory board (composed of KOLs and/or market access stakeholders selected by the client) enables ongoing communication and engagement with KOL and/or market access stakeholders without the time and expense of face-to-face meetings. Stakeholder Collaborator, a virtual advisory board online platform, has been used by major life sciences companies to facilitate global KOL and market access stakeholder discussions on key business issues.

A flexible, web-based communication tool, Stakeholder Collaborator helps facilitate engagement of your selected advisors locally, or from around the world, depending upon your needs. Through employing web conferences, surveys and discussion boards, content can be disseminated before, during and after engagements.

The look and feel of the tool provides a professional face of your company toward key advisors. We can also help service the Stakeholder Collaborator platform for you—including reaching out to advisors to introduce them to the tool—to help ensure your team is focused on KOL communication rather than logistics and content loading.

Our virtual advisory boards receive high client satisfaction marks and can help you easily and affordably expand your KOL engagement reach as well as enabling ongoing communication with KOLs.
For more information
For more information about our Stakeholder solutions, please contact us at scienlif@us.ibm.com or visit http://truvenhealth.com/markets/life-sciences/expertise/stakeholder-management.

About IBM Watson Health
Each day, professionals throughout the health ecosystem make powerful progress toward a healthier future. At IBM Watson Health, we help them remove obstacles, optimize efforts and reveal new insights to support the people they serve. Working across the landscape, from payers and providers to governments and life sciences, we bring together deep health expertise; proven innovation; and the power of artificial intelligence to enable our customers to uncover, connect and act — as they work to solve health challenges for people everywhere.

For more information on IBM Watson Health, visit: ibm.com/watsonhealth

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