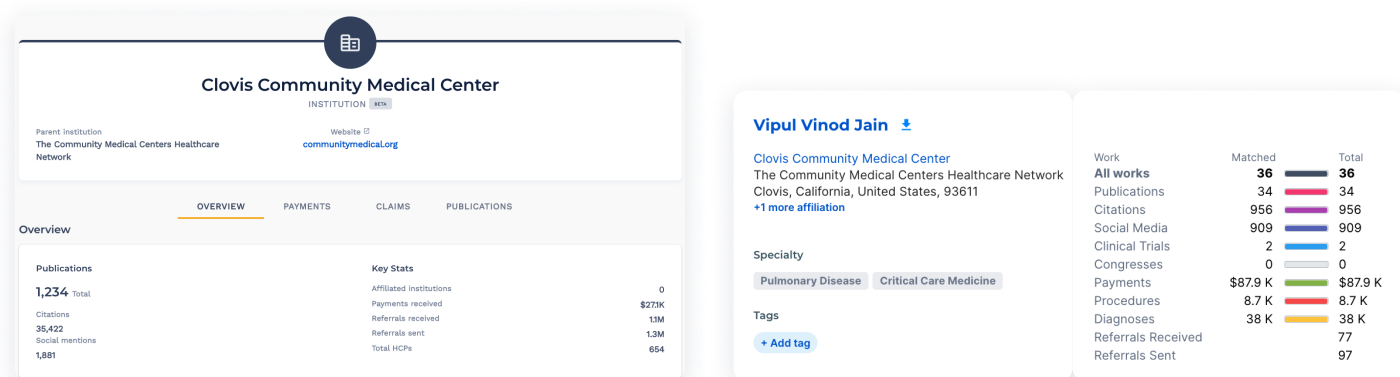


Engaging Community Leaders Effectively

Community and Treatment Leaders make up a surprisingly small portion of the KOL landscape, but could be substantially more engaged.

H1 has worked with the top Pharmaceuticals and Life Sciences Companies to help them better understand the HCP Universe. Specifically, H1 clients were seeking to increase MSL engagement. In reviewing the work done across those organizations, H1 uncovered an interesting trend. In companies where Medical Affairs teams engage both the top thought leaders and community treatment leaders; the MSL teams reported approximately 20% more engagements with HCPs as compared to those teams not engaging both types of thought leader. From analysing H1 user data, we found the most impactful element for establishing community leadership to be the referral data within the HCPs profile.

Community and Treatment leader engagement resulted in a 20% increase in MSL engagement in 6 months.



“H1 enabled us to not only find the right top thought leaders, but figure out who was most impactful at a community level as well.”

By leveraging the relationships built with community treatment leaders, H1’s clients have seen impressive and meaningful results. In the short term, clients experience an immediate lift in their engagement volume across all MSLs. The long term impact reported by our clients shows that Community and Treatment leader engagements result in better understanding and adoption of their products.