MDDETAILS

Track clinical and market development activity for experts within a target market

Opinion Leader Data Platform

Comprehensive. Highly Accurate. Market Specific.

Physician Interactions

We track millions of paid interactions through Sunshine reporting (e.g., research, consulting, and speaking)

In Context

We then apply proprietary algorithms that both validate and provide additional context around the interactions

Market Insights

The result is an informative data set of clinical investigator and opinion leader activity within a target market

Platform Features

- Activity data (e.g., research and speaking) tracked at the physician and product level
- Rich contextual fields (e.g., physician specialty, location, and affiliated organizations)
- Universal and unique identifiers (e.g., NPI) for easy integration with master data sets

300	28,000	4,500	12,500
Markets	Opinion Leaders	Investigators	Clinical Trials

Opinion Leader DTL provides specific, actionable insights around experts and influencers within a target market

Background and Platform Overview

Establishing strong relationships with key opinion leaders (KOLs) is an essential component of every successful pharmaceutical organization. These influential individuals can drive product awareness and help to guide clinical research and market development activity. With therapeutic areas growing increasingly fragmented, it is vital to identify and engage with market-specific experts throughout the product lifecycle.

The *Sunshine Act* has ushered in a new era of unprecedented transparency in the U.S. with millions of records disclosed that cover healthcare utilization, provider quality, and financial relationships between physicians and manufacturers. MDDetails offers the most comprehensive solution available to drug and device makers seeking to leverage transparency data to identify and characterize opinion leaders. While our Opinion Leader DTL product is designed to be standalone solution, our experienced consultants can help to further distill actionable insights.
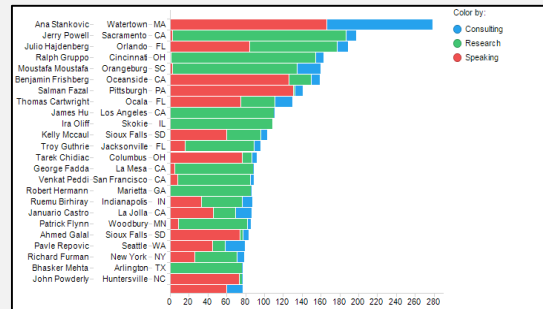
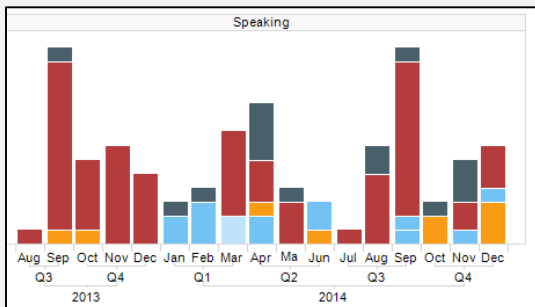## Key Applications of Opinion Leader DTL

Expert Mapping
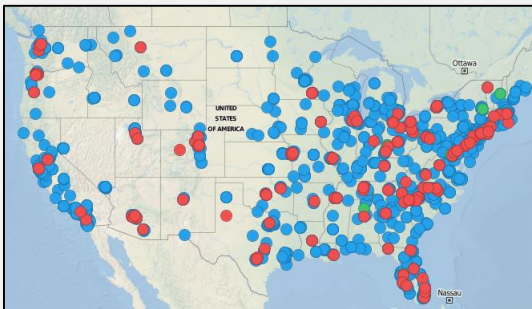
Identify key experts and research centers within a specific market or indication
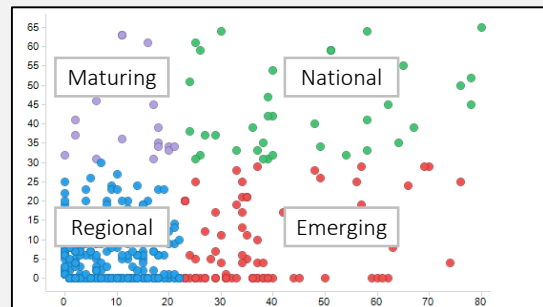
Activity/Expertise Assessment

Rank KOLs by level of clinical/commercial activity and areas of expertise

Product Relationship Tracking

Review full history of product interactions (e.g., trial participation, paid speaker)

Opinion Leader Segmentation

Optimize outreach strategy by ensuring mix of national and regional KOLs