

KOL Identification & Mapping

in Pharma & MedTech

Importance, Practices & Business Impact | n=50 | US & EU

50

Respondents

80%

Find it Strategic

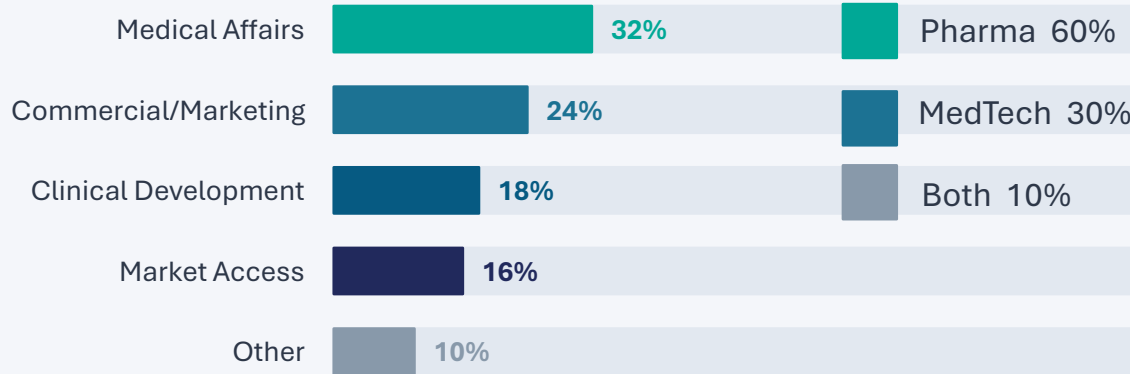
76%

Increasing Budget

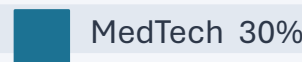
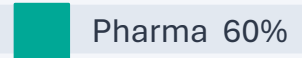
Study Overview & Respondent Profile



Respondents by Role



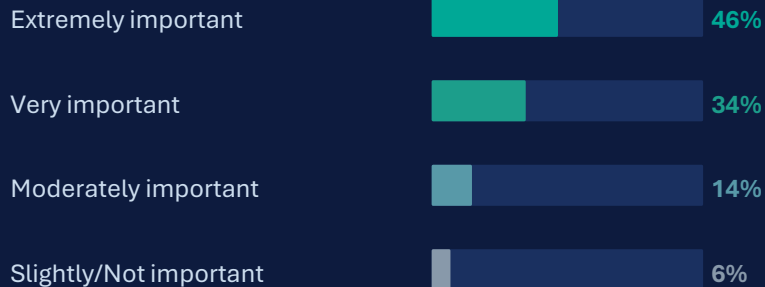
Industry Breakdown



Strategic Importance

80%

consider KOL mapping highly strategic



Top Use Cases



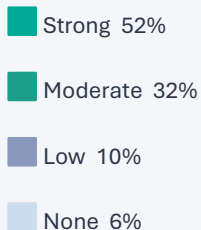
Impact on Business Outcomes



HCP Engagement Quality

52%

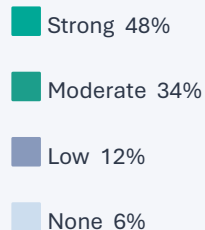
Strong Impact



Clinical Trial Success

48%

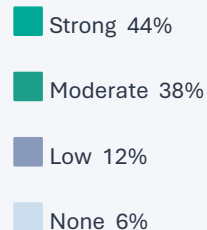
Strong Impact



Speed of Product Adoption

44%

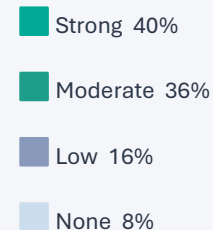
Strong Impact



Market Access Success

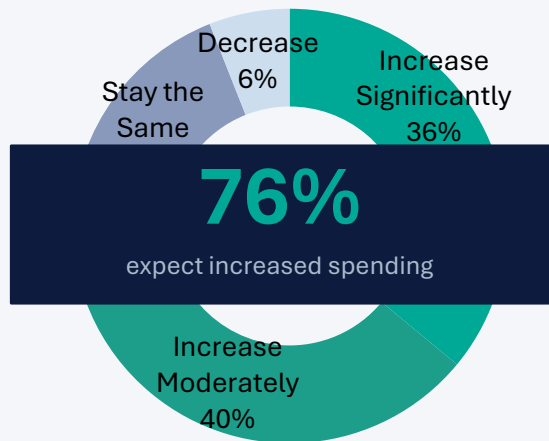
40%

Strong Impact



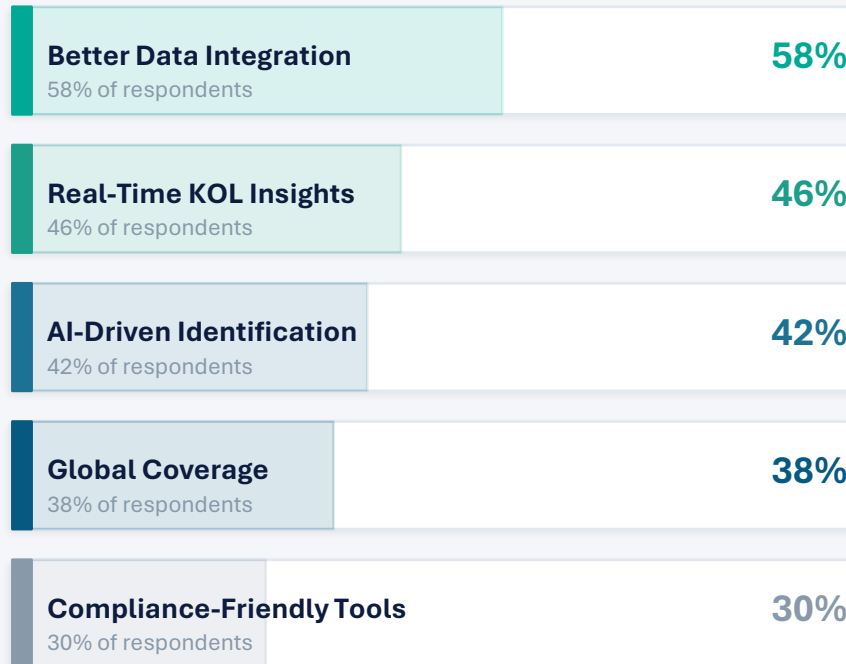
Investment Outlook & Desired Improvements

Future Investment in KOL Mapping



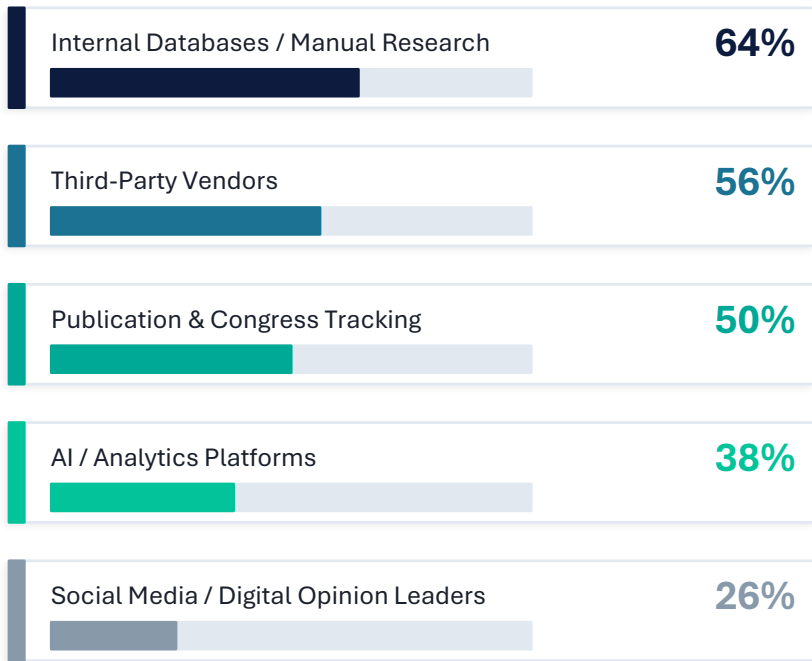
■ Increase Significantly
 ■ Increase Moderately
■ Stay the Same
 ■ Decrease

Top Desired Improvements

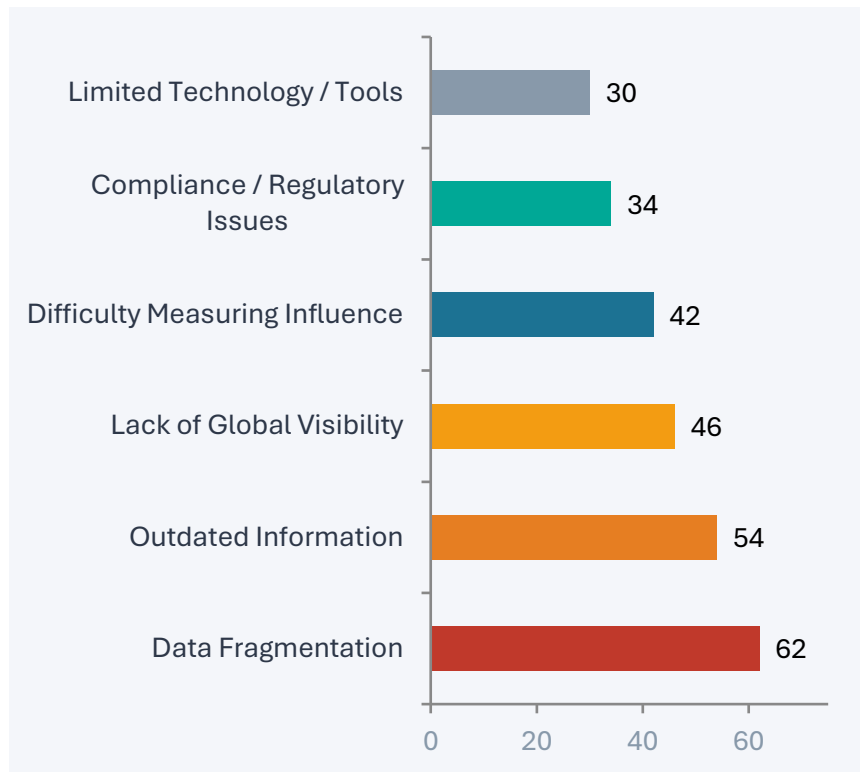


Current Methods & Key Challenges

Methods Used



Key Challenges



 *Traditional methods still dominate — AI adoption is emerging*

Key Conclusions

01

Strategic Importance is High

4 out of 5 respondents view KOL mapping as critical to their operations.

02

Traditional Methods Still Dominate

Heavy reliance on manual and vendor-driven approaches; AI adoption is growing but not mainstream.

03

Data Challenges are the Biggest Bottleneck

Fragmentation (62%) and outdated information (54%) significantly limit effectiveness.

04

Strong Business Impact Across Dimensions

Highest impact on HCP engagement (84%) and clinical trial success (82%).

05

Investment is Increasing

76% of respondents expect higher spending — a strong growth area for the next cycle.



Thank You

Do you have any questions?

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