



MARKET RESEARCH SURVEY

KOL Perception in the Metabolic Disease Space

Insights from 25 Healthcare & Pharma Professionals

SURVEY OVERVIEW



Objective

To assess perceptions of Key Opinion Leaders (KOLs) in the metabolic disease space across:

- Awareness & credibility
- Influence on treatment decisions
- Preferred engagement formats
- Trust in scientific communication
- Maximum value areas
- Challenges with KOL involvement

Target Audience

- HCPs & Endocrinologists
- Diabetologists
- Medical Affairs Professionals
- Pharma Stakeholders

Sample Size

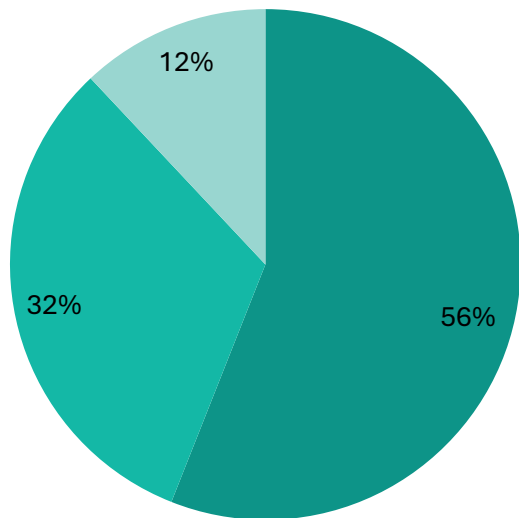
n = 25

Healthcare & Pharma
Professionals

KOL FAMILIARITY & IMPORTANCE

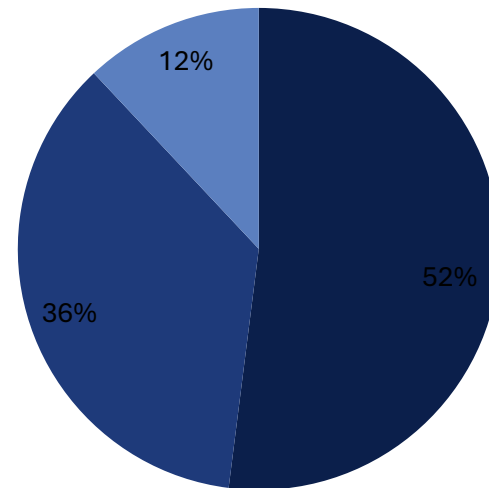


Q1. Familiarity with KOLs in Metabolic Diseases



Very Familiar Familiar Somewhat Familiar

Q2. Importance of KOLs in Shaping Treatment Approaches

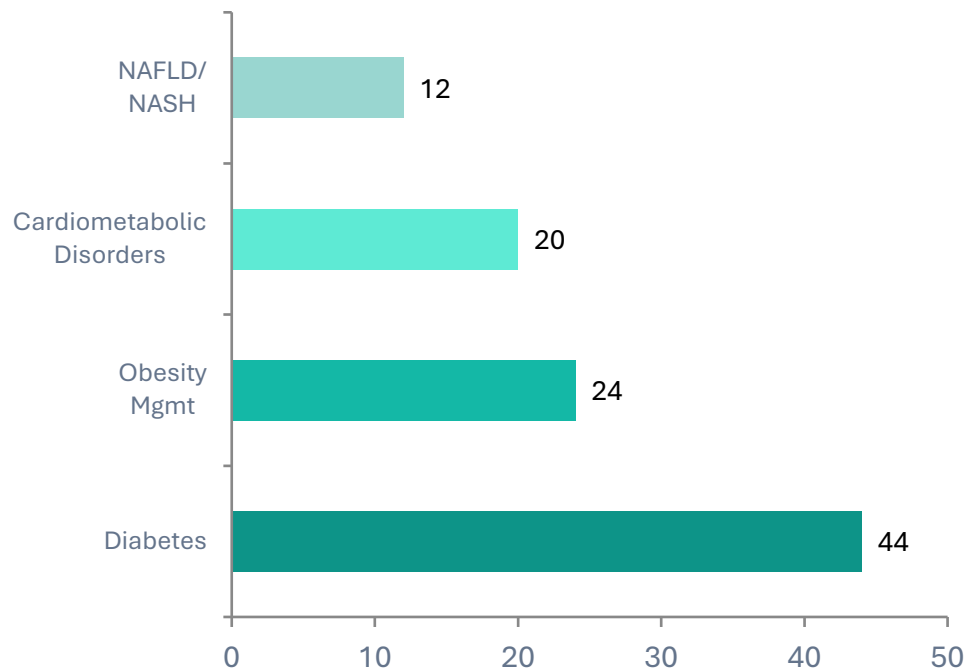


Extremely Important Important Neutral

Key Insight: 88% of respondents are familiar with KOLs — and 88% consider them Important or Extremely Important for treatment decisions.

THERAPY AREAS & KOL CONTRIBUTION

Q3. Therapy Area Benefiting Most from KOL Involvement



Q4. Most Valuable KOL Contribution

40% Clinical Experience Sharing

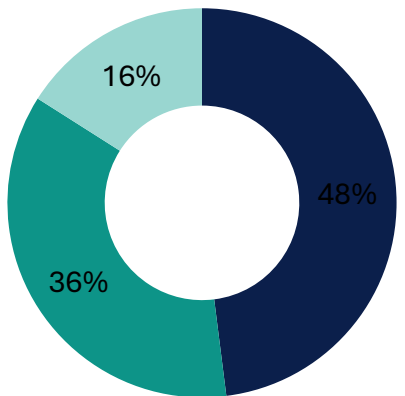
28% Guideline Interpretation

20% Research Updates

12% Product Education

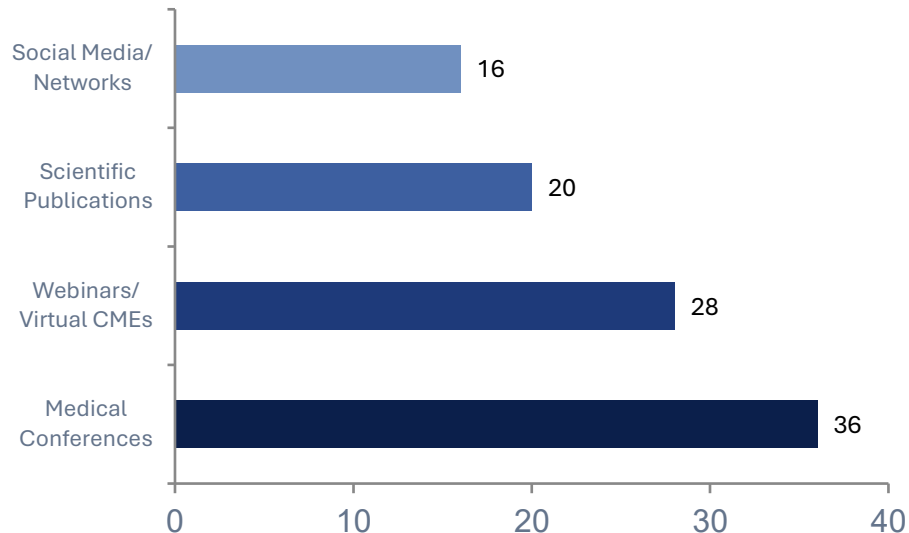
INFLUENCE, TRUST & ENGAGEMENT

Q5. Influence on Prescribing Behavior



■ Strong ■ Moderate ■ Minimal

Q6. Most Effective KOL Engagement Platform



Q7 — Credibility:

92% of respondents find KOL-led scientific communication Highly or Moderately Credible — reinforcing KOLs as trusted voices in the metabolic disease space.

CONCLUSIONS & RECOMMENDATIONS

Key Conclusions

KOLs are highly influential — 88% see them as important for treatment decisions

Diabetes is the primary area of KOL impact (44%), followed by Obesity (24%)

Clinical experience sharing & guideline interpretation are top-valued contributions

92% trust KOL-led scientific communication

Industry bias remains the #1 concern (40% of respondents)

Recommendations

- 1 Increase KOL-led educational initiatives in metabolic diseases
- 2 Promote balanced, evidence-based scientific discussions
- 3 Expand virtual engagement — webinars and CMEs
- 4 Encourage diverse KOL representation across therapy areas
- 5 Strengthen transparency in pharma–KOL collaborations



Thank You

Do you have any questions?

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