



## KEYMD®

### DO YOU REALLY KNOW WHO DRIVES YOUR BUSINESS?

Knowing who the influential physicians are is key to building and sustaining a competitive advantage. Kantar Health's proprietary KeyMD methodology uncovers the most influential physicians for your product.

#### MUCH MORE THAN A PUBLICATIONS APPROACH

- + Authors may be more heavily weighted toward national influencers and academics.
- + Publication searches frequently miss the local and regional influencers.
- + Ranking among their peers often does not correlate with authorship.

#### ROBUST DATABASE BEYOND THE HIGH-VOLUME "USUAL SUSPECTS"

- + Who influences the influencers
- + "Up and comers" – physicians working under the highly influential KeyMDs

#### UTILITY BEYOND TRADITIONAL SALES FORCE TARGETING EFFORTS

- + Speaker program/ad board recruitment
- + Medical science liaison group alignment
- + Clinical investigator recruitment
- + New product planning
- + Marketing research recruitment

#### NOT JUST A NATIONAL VIEW

- + Insight into local, regional, and national influencers
- + Identification of institutional affiliations

## AT A GLANCE

"A relatively small number of physicians influence the behavior of many others."

KeyMD offers:

- + Much more than a publications approach
- + Robust database beyond the high-volume "usual suspects"
- + Regional and local data, not just a national view
- + Utility beyond traditional sales force targeting efforts

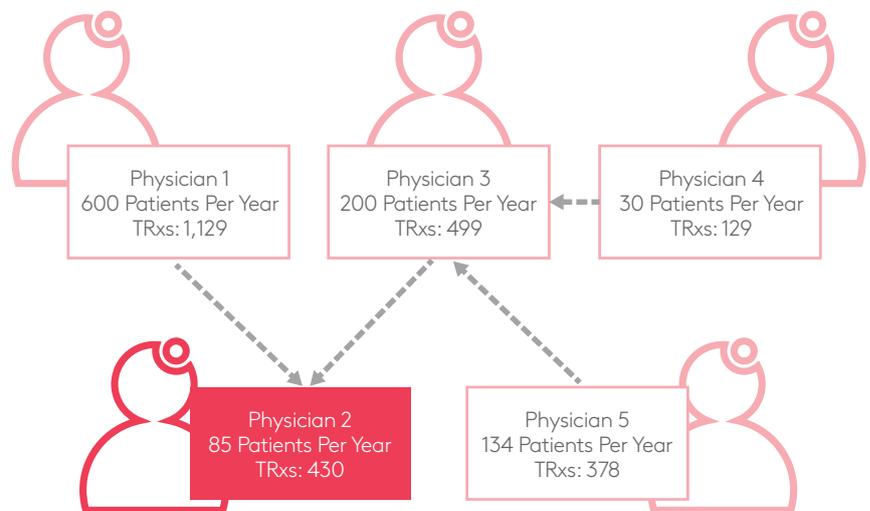
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# KANTAR HEALTH HAS EXTENSIVE INFLUENCE MAPPING EXPERIENCE ACROSS NUMEROUS PRIMARY CARE AND SPECIALTY THERAPEUTIC AREAS.

Kantar Health has a rich database of norms from past studies against which new studies can be compared. Because each study is tailored to meet your specific business needs, Kantar Health can customize the study to address specific groups (commercial and scientific). We begin with your target list so you can have confidence that the results are specifically relevant and actionable for you.

## WHICH PHYSICIAN HAS THE HIGHEST VALUE?\*

Physician 2 has the potential to influence 2,565 TRxs/1,049 patients.



KANTAR HEALTH HAS EXTENSIVE INFLUENCE MAPPING EXPERIENCE ACROSS NUMEROUS PRIMARY CARE AND SPECIALTY THERAPEUTIC AREAS, INCLUDING:

- + Acute Coronary Syndrome
- + Alzheimer's Disease
- + Asthma
- + Bipolar Disorder
- + Benign Prostatic Hyperplasia
- + Diabetes
- + Erectile Dysfunction
- + Hepatitis C
- + HIV
- + Infectious Disease
- + Nonvalvular Atrial Fibrillation/Deep Vein Thrombosis
- + Oncology (12+ tumor types)
- + Ophthalmology
- + Oral Antibiotics
- + Parkinson's Disease
- + Rheumatoid Arthritis/Osteoarthritis
- + Testosterone Replacement Therapy

## FOR MORE INFORMATION

Please contact [info@kantarhealth.com](mailto:info@kantarhealth.com), or visit us at [www.kantarhealth.com](http://www.kantarhealth.com).

## WHY KANTAR HEALTH?

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world's leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.