

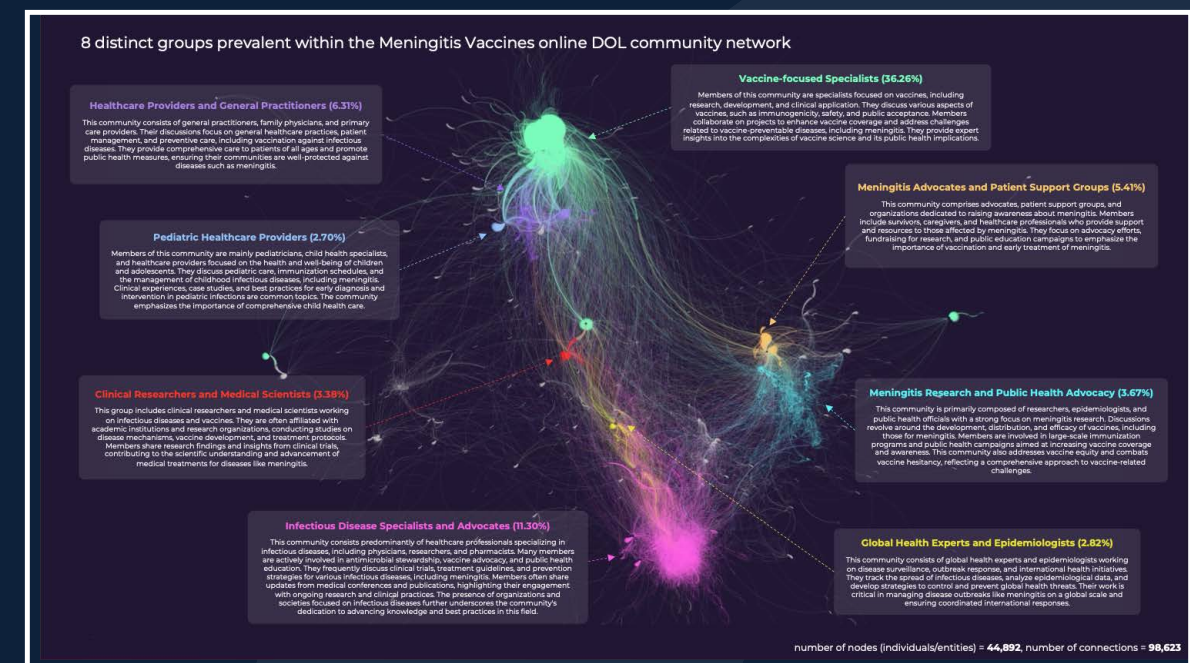
# Digital opinion leader (DOL) identification and engagement strategy

## CHALLENGE

A global client recognized that DOLs -- healthcare providers (HCPs) who are online influencers -- offered a potentially valuable channel to engage with the wider HCP community, but they needed support to identify the key DOLs in their most important markets, starting with the US. The idea was to engage with these DOLs to amplify activities at an upcoming conference.

## APPROACH

- Collaborated with one of our elite technology partners to **deploy cutting-edge AI and machine learning technologies.**
  - Identified and ranked the top 10 DOLs in the U.S. using a robust 6-point evaluation framework: authority, audience, visibility, focus, influence, and engagement.
  - Used graph-based clustering to map networks of influence among DOLs.
  - Applied advanced topic modeling analysis (BERT) to identify key themes and topics addressed by DOLs, ensuring relevance and alignment with the client's objectives.
- ## OUTCOME
- Delivered a cost-effective dashboard with an Excel back end, enabling efficient oversight of DOL engagement activities.
  - Provided an intuitive interface for finding and evaluating target DOLs to inform strategic planning.
  - Streamlined tracking of tactical activities, offering a centralized, user-friendly solution for ongoing updates and engagement management.



### KOL Explorer Tool

Filters	Surname	First Name	Country	Affiliations	Global Involvement	Experience	Interaction History	Leadership	Trusts	Voice
<b>Voice:</b> <input checked="" type="radio"/> (All) <input type="radio"/> High <input type="radio"/> Low <input type="radio"/> Medium	AGGARWAL	CHARU	USA	Assistant Professor, University of Pennsylvania, Department of Medicine, Hematology Oncology Division, South Pavilion, Perelman Center for Advanced Medicine, 3400 Civic Center Boulevard Philadelphia, PA 19102, USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	AHN	MYUNG-JU	SOUTH KOREA	Samsung Medical Center, 81 Ilwon-ro, Irwon-dong, Gangnam-gu, Seoul, South Korea	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	BARLES	FABRICE	FRANCE	Institut Gustave Roussy Villejuif, France	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	BESSE	BENJAMIN	FRANCE	University Paris Saclay, Faculty of Medicine, F-91420, La Grange-Bleury, France	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Knowledge:</b> <input checked="" type="radio"/> (All) <input type="radio"/> High <input type="radio"/> Low <input type="radio"/> Medium	BLACKBALL	FIONA	UK	Department of Medical Oncology, St Charles Medical Centre, 100 St Charles Medical Centre, Watlington Road, Watlington, OX2 4BL, UK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	BORDHAEI	HOSSEIN	USA	Hematology and Oncology Department, Fox Chase Cancer Center, Philadelphia, USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Leadership:</b> <input checked="" type="radio"/> (All) <input type="radio"/> High <input type="radio"/> Low <input type="radio"/> Medium	BRAHMER	JULIE	USA	Department of Oncology, National Cancer Institute, National Cancer Institute, 35 Convent Drive, Bethesda, MD 20892, USA	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	BRIA	EMILIO	ITALY	IRCCS Ospedale Carlo Poma, Via S. Matteo 12, 46100 Piacenza, Italy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	CAMIDGE	D. ROSS	USA	University of Colorado, Denver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>KOL Special Interests:</b> <input checked="" type="radio"/> (All) <input type="radio"/> Adjunct/Neurology... <input type="radio"/> Immunology... <input type="radio"/> Investigation of... <input type="radio"/> Not specified <input type="radio"/> SCLC <input type="radio"/> Translational...	CAPPUZZO	FEDERICO	ITALY	Istituto Nazionale Tumori (IRCC) "Regina Elena", Rome, Italy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	CARBONE	DAVID	USA	Division of Medical Oncology, Department of Internal Medicine, The Ohio State University Wexner Medical Center, Columbus, OH, Ohio State University Comprehensive Cancer Center-James and Solove Research Institute, Columbus, OH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	CHO	BYOUNG	SOUTH KOREA	Division of Medical Oncology, Department of Internal Medicine, National Cancer Center, National University College of Medicine, 52 Yongsin-ro, Seodang-dong, Seoul, 152-072, Republic of Korea	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	FELIP	ENRIQUETA	SPAIN	Department of Medical Oncology, Vall d'Hebron University Hospital, Barcelona, Spain	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	GADGEEL	SHIRISH	USA	Division of Hematology & Oncology, Department of Internal Medicine, University of Michigan, Ann Arbor, US	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>