

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

Why Kantar Health?

Kantar Health is a global, evidence-based decision support partner to the world’s leading pharmaceutical, biotech, device and diagnostic companies. Our 700+ staff in over 40 countries act as catalysts, bringing together clinical, medical and methodological expertise, commercial/marketing know-how and proprietary data. It is this rare combination, together with our unparalleled stakeholder reach, that enables us to mobilize incisive, imaginative and timely ROI-driven solutions, empowering clients to deliver better healthcare options to their customers.

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.

Not just a national view

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

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

Contact Us:

Please email info@kantarhealth.com for more information.

Which physician has the highest value?

Physician 1
600 Patients Per Year
TRxs: 1,129

Physician 2
85 Patients Per Year
TRxs: 430

Physician 3
200 Patients Per Year
TRxs: 499

Physician 4
134 Patients Per Year
TRxs: 378

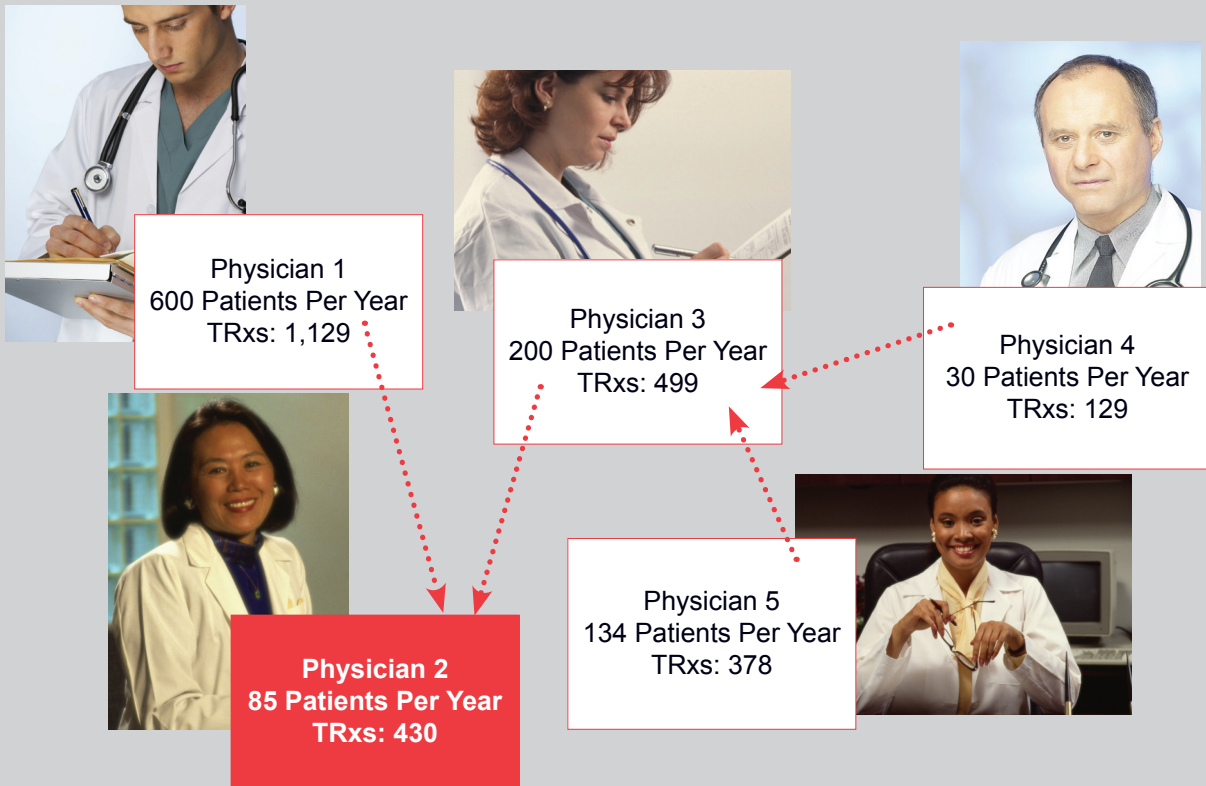
Physician 5
30 Patients Per Year
TRxs: 129

KeyMD®

Kantar Health has a **rich database of norms** from past studies against which new studies can be compared. Since each study is tailored to meet your specific business needs, Kantar Health can customize the study to address specific groups (commercial and scientific). Unlike internet survey panels, we can begin with your target list of physicians so you can have confidence that 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 (more than a dozen tumor types)
- Ophthalmology
- Oral Antibiotics
- Parkinson's Disease
- Rheumatoid Arthritis / Osteoarthritis
- Testosterone Replacement Therapy