



IDENTIFYING KEY OPINION LEADERS FROM SECONDARY DATA

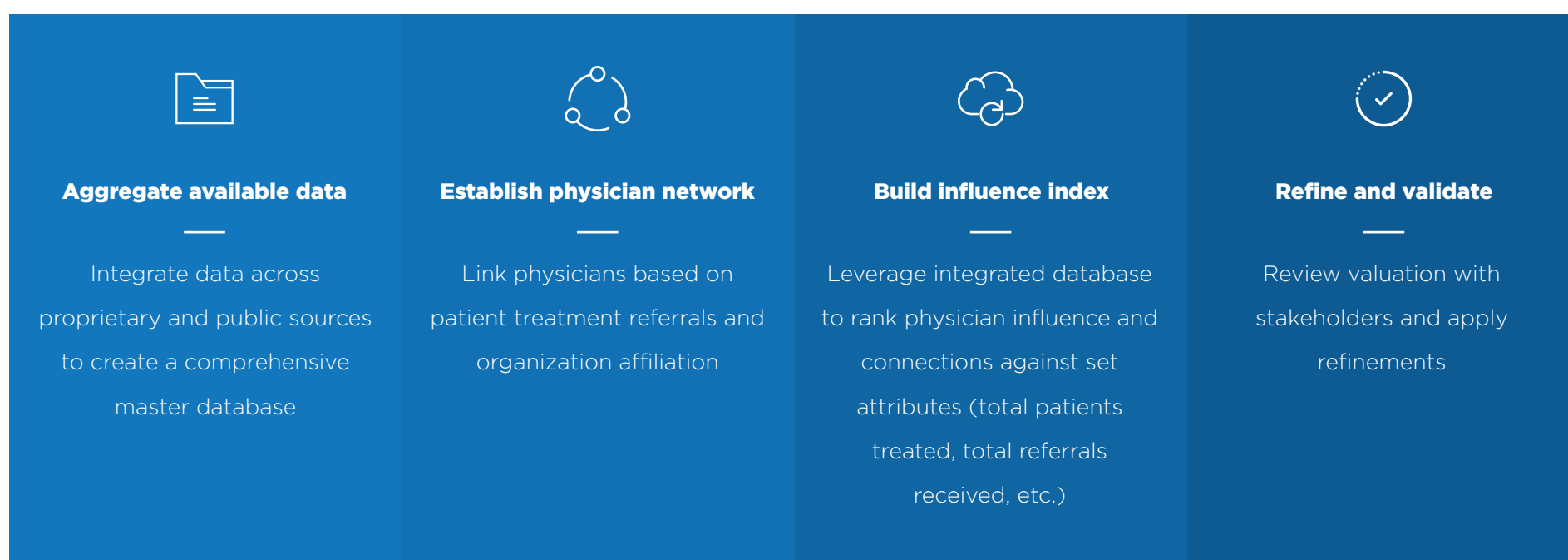
CLIENT NEED

In preparing for launch, an Oncology client wanted to better understand the influence of academic Key Opinion Leaders (KOLs) among lung cancer treaters and identify physicians influenced by each KOL.

OUR SOLUTION

Patient claims data provides granularity and longitudinal patient view, but has incomplete capture (~30%). 159 augmented the claims data with public data sources with affiliation information in an integrated database that improved capture (up to 70%). This enabled development of an influence index that helped the client optimize targeting in driving launch uptake.

OUR APPROACH



PROJECT OUTCOME



OUTPUT FROM INFLUENCE MAPPING TOOL



Influence Mapping

Top 25 Treatment Connections		
Name	Location	Patients Influenced
Beverly Montgomery	Victoria, TX	3
Harold Bailey	West Palm Beach, FL	0
Debra Hudson	Huntsville, AL	12
Billy Dean	Huntsville, AL	10
Mary Kennedy	Huntsville, AL	15
Richard Adams	Huntsville, AL	15
Pamela Harvey	Decatur, AL	0
Carol Stewart	Hiram, GA	2
Brenda Austin	Lafayette, LA	4
Anthony Dunn	Little Rock, AR	33
Katherine Hicks	Lafayette, LA	0
Derald Hudson	Russellville, AR	21
Jeremy Alvarez	Houston, TX	4
Michelle Burke	Houston, TX	0
Christopher Vasquez	Houston, TX	4
Henry Perkins	Joplin, MO	1
Christopher Hernandez	Lees Summit, MO	0
Derald Martinez	Kirksville, MO	1
Mark Banks	Luvin, TX	0
Lisa Anderson	Salt Lake City, UT	1
Michael Burke	Andover, OK	4
Lilian Thomas	West Monroe, LA	12
Joseph Black	Houston, TX	0

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Prasanna Sridharan is the Founding Partner at 159 Solutions, an analytically driven company focused on providing solutions to life sciences companies. He has 12+ years experience in consulting and industry, working closely with senior leaders to help them make decisions while managing and building analytical teams. Prior to founding 159 Solutions, he was the Director of Data Strategy at Axess Oncology. He has also worked at Genentech, Inc. in their Marketing Science team and at ZS ZS Associates. Prasanna has a Masters from The University of Texas at Austin and an undergraduate degree from the Birla Institute of Technology & Science, Pilani, India.

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