

Applying Physician social networks and Influence Mapping Insights

Qforma is the leading provider of physician influence mapping technologies for the health sciences industry. Over the last five years, our physician influence metrics have been successfully applied to sales, marketing and managed markets issues in over 50 different disease states/conditions.

Medical Education/Medical Marketing

- KOL/iQMap™ crossover
- Speakers Bureau
- Speaker selection
- Audience selection

Pre-launch Market Preparation

- Speaker development
- Speaker programming
- Promotional medical education
- Universe valuation

Speaker & Audience Selection

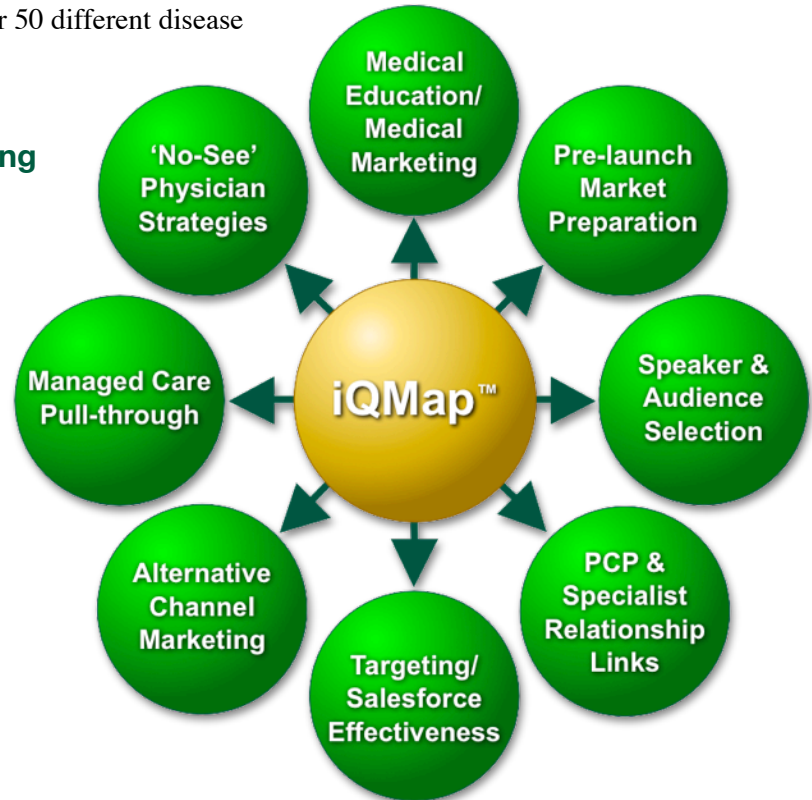
- Speaker Candidates
- Match Optimal Audience to speakers
- Pair local KOLs with Speakers

PCP & Specialist Relationship Links

- Identify key relationships between specialties
- Identify key PCP to specialist relationships

Targeting/Salesforce Effectiveness

- Targeting prioritization
- Allocation of sales discretionary budgets
- MSL
- Call planning
- Starter kits
- Sample allocation
- Universe valuation
- Competitive Launch response



Alternative Channel Marketing

- e-Marketing
- Direct mail
- e-detail
- Non-personal promotion

Managed Care Pull-through

- Formulary advantage/disadvantage
- Medicare Part D – positive/negative

'No-See' Physician Strategies

- Reach 'no see" physicians via peer network strategies
- Leverage peer network relationships