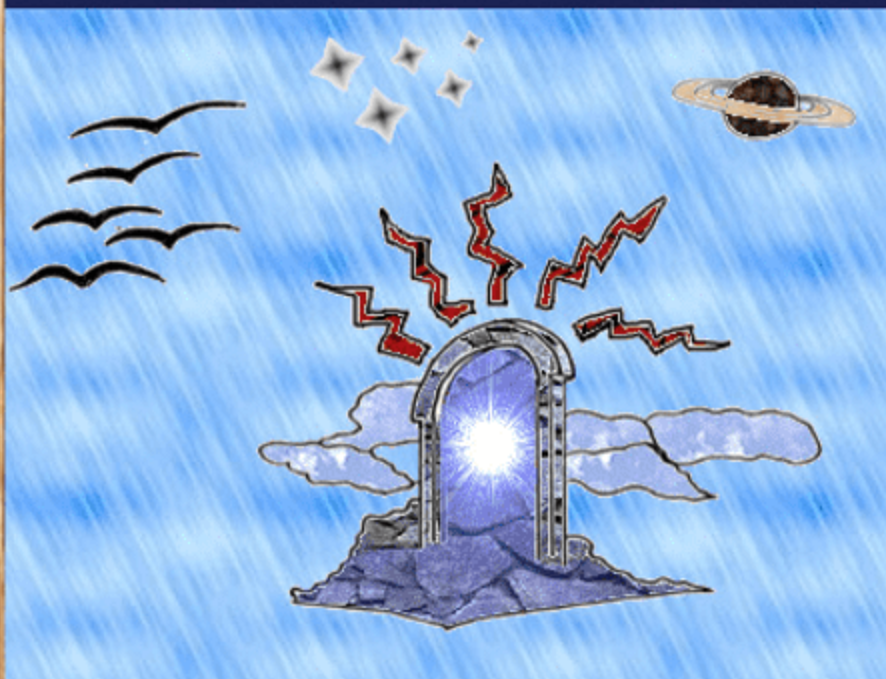


Unconventional Wisdom Series

## Uncovering KOLs and Physicians in their Following



**Jean Patrick Tsang, PhD & MBA (INSEAD)**

Bayser Consulting

4709 Golf Rd, Suite 803, Skokie, IL - 60076

Tel: (847) 920-1000 Email: [bayer@bayser.com](mailto:bayer@bayser.com)

Web: [www.bayser.com](http://www.bayser.com)

Why should we care about key opinion leaders? It's because if they endorse your drug, then in one fell swoop, it's an army of physicians that may be prescribing your drug. Of course, they may not. The point? Knowing the KOL is not enough. You also need to know who lie in the catchment of the KOL. This opens up some sophisticated targeting strategies whereby a physician can be targeted from multiple directions: directly by the rep or indirectly through one or more KOL's.

Practical question: How to establish which physicians "follow" which physicians to use a term popularized by Twitter? It's through patient claims data. Indeed, since each patient is uniquely encrypted (by contrast, the physician is completely identified), following the trajectory of each patient - and this repeated millions of times - allows us to reconstruct the web of connections that link KOLs to physicians.

If you want to know more, we'd be willing to share with you publications and PowerPoint presentations we developed on the subject.



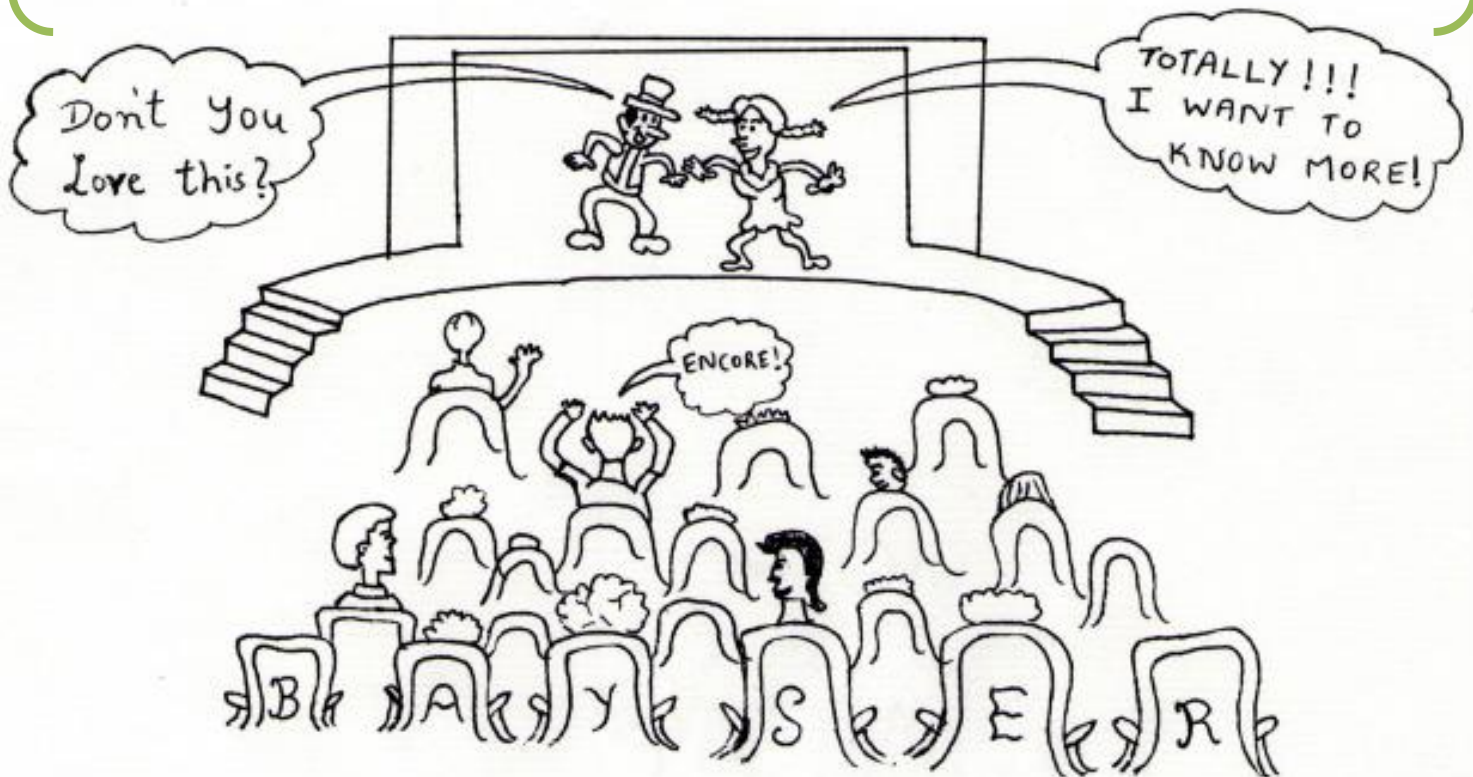


**JP Tsang, PhD & MBA (INSEAD)**

**Founder & President**

*Jean-Patrick Tsang is the Founder and President of Bayser, a Chicago-based consulting firm dedicated to pharmaceuticals sales and marketing. JP has worked on 250+ projects to date including ROI optimization, data strategy, and study design to mention just these. JP publishes and gives talks on a regular basis and runs one-day classes on various subjects related to data and analysis.*

*In a previous life, JP deployed Artificial Intelligence to automate the design of payloads for satellites and was the adviser of two PhD Students. JP holds a Ph.D. in Artificial Intelligence from Grenoble University and an MBA from INSEAD in France. He was also the Recipient of the PMSA Lifetime Achievement Award in 2015. He can be reached at (847) 920-1000 or [bayer@bayer.com](mailto:bayer@bayer.com).*



# BAYER

**4709 Golf Rd, Suite 803,  
Skokie, IL 60076**

**(847) 920 - 1000  
[bayer@bayer.com](mailto:bayer@bayer.com)**