

Digital opinion leader (DOL) identification and engagement strategy

CHALLENGE

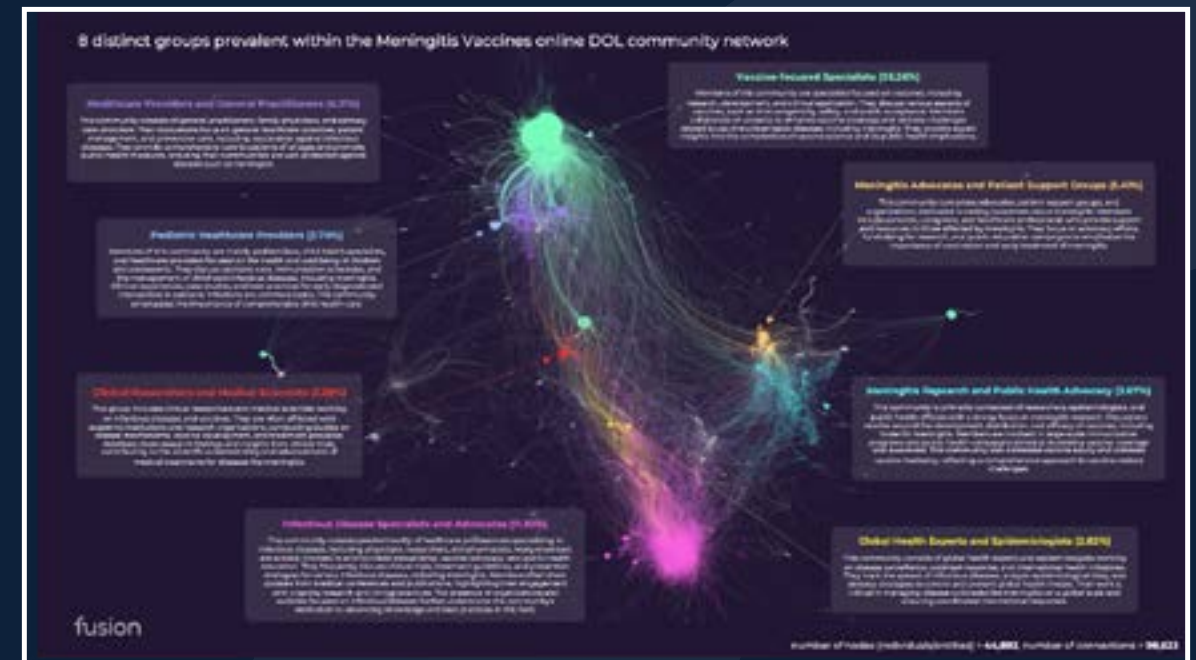
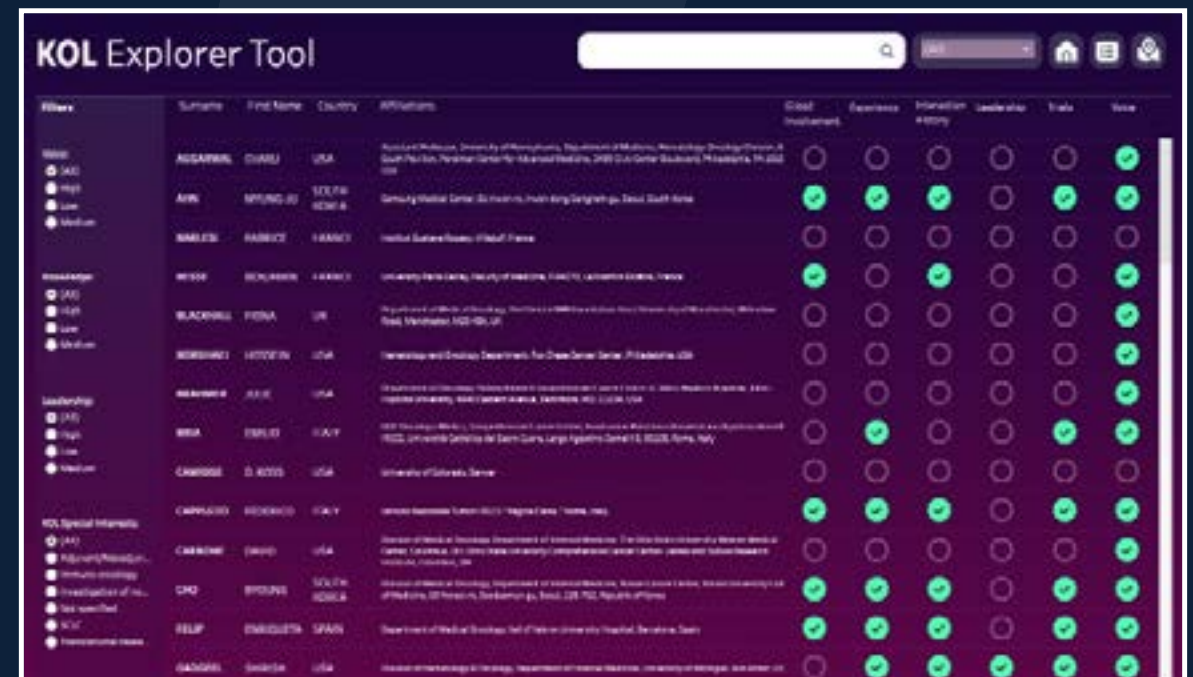
A global client recognized that DOLs -- healthcare providers (HCPs) who are online influencers -- offered a potentially valuable channel to engage with the wider HCP community, but they needed support to identify the key DOLs in their most important markets, starting with the US. The idea was to engage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

Filter	Surname	First Name	Country	Affiliations	DOLs	Experience	Prioritization Priority	Leadership	View
Role: All	AGGARWAL	CHAUH	USA	Assistant Professor, Division of Hematology, Department of Medicine, Massachusetts General Hospital, Harvard Medical School, 750 State Street, Boston, MA 02114, USA	0/10	0	0	0	✓
Role: High	ARI	MYUNG JO	SOUTH KOREA	Senior Medical Center, 20 Seomun, Pochong, Gangneung, Gangwon-do, South Korea	✓	✓	✓	0	✓
Role: Low	BAMLET	FABRIZIO	FRANCE	Medical Center, Paris, France	0	0	0	0	0
Role: Medium	WISSE	ROBERTO	FRANCE	University Hospital, Faculty of Medicine, 10000, Lausanne, Valais, France	✓	0	✓	0	✓
Role: High	BLACKBURN	PEGGA	UK	Professor of Health Economics, Health Economics and Policy Unit, University of Manchester, Oxford Road, Manchester, M13 9PL, UK	0	0	0	0	✓
Role: Low	BORSHAGE	HOTI	USA	Healthcare and Strategy Department, For Children Center, 201 Madison Ave, New York, NY 10017, USA	0	0	0	0	✓
Role: Medium	BERNARD	JILL	USA	Assistant Professor, Department of Pediatrics, University of Michigan Medical Center, 1600 East Tenth Avenue, Ann Arbor, MI 48106, USA	0	0	0	0	✓
Role: High	BRA	ERLUI	ITALY	ISTC Institute, 10000, Via Salaria, 1000, Roma, Italy	0	✓	0	0	✓
Role: Low	CHANDLER	D. ROSS	USA	University of Colorado, Denver, CO 80202, USA	0	0	0	0	0
Role: Medium	CAPRIGLIO	ROBERTO	ITALY	University of Turin, Italy	✓	✓	✓	0	✓
Role: High	CARRON	DAVID	USA	Department of Pediatrics, University of Michigan Medical Center, 1600 East Tenth Avenue, Ann Arbor, MI 48106, USA	0	0	0	0	✓
Role: Low	CHO	BYUNGJUN	SOUTH KOREA	Department of Pediatrics, Department of Pediatrics, Seoul National University Hospital, 101 Daehak-ro, Seoul, 151-747, Republic of Korea	✓	✓	✓	0	✓
Role: Medium	DELL	EMERSON	SPAIN	Department of Medical Sciences, University of Valencia, Valencia, Spain	✓	✓	✓	0	✓
Role: High	GAZDAR	DAVID	USA	Department of Hematology, Department of Medicine, University of Michigan, Ann Arbor, MI 48106, USA	0	✓	✓	0	✓