

Key Opinion Leader Management

Identify, profile, engage and monitor the right set of influencers for measurable business impact

In the complex and competitive world of healthcare marketing, Key Opinion Leaders (KOLs) play a significant role in influencing the perception and opinion of various stakeholders. While large marketing dollars are spent on shaping that influence, the impact and reach of such influential opinions can be directly associated to the rigor of generating the right influencer pool. Genpact’s thought leadership in understanding influence as a potent marketing tool stands apart owing to its KOL identification process, ranking methodology, and ability to combine traditional and social footprints of influencers across therapeutic areas, regions and languages.

Service Offerings

For the global pharmaceutical and healthcare industry, Genpact offers KOL services tailored for the scientific, commercial, regulatory/market access, and healthcare and advocacy groups.

These service offerings include:

- KOL identification
- KOL profiling and updates
- KOL mapping
- Insights generation
- Strategic support
- Custom platforms-led KOL management

Our custom deliverables are rendered in various formats driven to suit client needs. From a basic MS Office platform to web-based reporting and integrated mobile accessibility, our solutions flexible, robust and scalable.

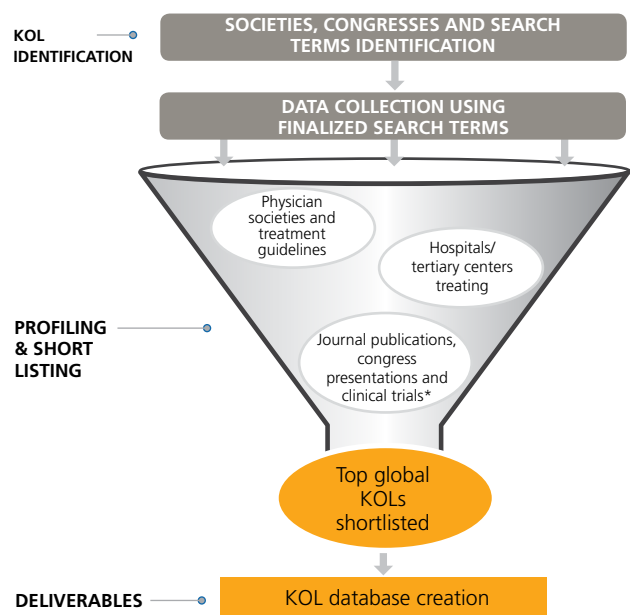


Fig1. Our Unique Approach for KOL Identification and Profiling

Influencer Identification Approach

At Genpact, we have developed a structured and holistic framework to identify, profile, update, track and measure impact of KOLs enabling clients to engage them better, on a continuous basis.

KOL Identification: We adopt a proprietary three-step approach of positional analysis, bibliometric analysis and sociometric analysis to identify leading KOLs for a given therapeutic area. As part of positional analysis, we identify the most relevant entities for every geographic region and therapeutic area stated by the client.. We then deep dive to build a list of potential KOLs. They are then ranked using an unique scoring methodology that illustrates the degree of influence.

Using highly relevant and publically available sources, we determine the bibliometric presence of the KOLs and rank them on the basis of articles they publish and the nature of their involvement.

As influence is defined by level of peer following, we administer a recommendation survey that results in a peer-recommended influencer list.

KOL Aggregation: Post the KOL identification process, all potential KOLs are assigned individual scores according to their performance pertaining to a range of parameters. Then, the potential KOLs are further rated by Genpact's proprietary Social Media Multi Attribute Rating Tool (SMMART) methodology. Names and scores of all potential KOLs identified are consolidated and the overall score is noted for each name.

KOL Profiling: Once the KOLs are identified and aggregated, medical profiles are built with the objective of providing a complete and well rounded view on the KOL, for both individuals as well as organizations. A typical medical profile consists of:

- Personal information
- Contact information
- Biographical information
- Activity participation history
- Publications activity
- Clinical trials activity
- Educational details
- Press coverage
- Specialty information
- Network heat-maps

At each stage, we work closely with the client in order for continuous feedback, validation and alignment of KOL list.

KOL Analytics

In tune with the technological advancements and data access needs of clients, Genpact offers a range of technology solutions to efficiently and effectively manage influencers. Our centralized KOL data repository with ready-to-use actionable insights and periodically tracked information provide a robust platform for seamless tracking and reporting of the client's KOL engagement.

Comprehensive KOL analytics are made available through any of the following technology options that best suit client needs.

- System Integration (Ability to integrate with existing client systems)
- Data Services (Customized data as per client desired template and format)
- Software as a Service (SaaS)
- KOLM Business Intelligence (Proprietary enterprise-class software)

Why Genpact? Top Reasons

- Proven track record of processing over 50,000 KOL profiles across geographies
- Ability to offer global KOL databases supported by our multi-lingual capabilities
- Flexible and customized delivery model comprising of options to choose either KOL platforms or the database, or a combination, with an ability to integrate with existing client systems
- Augment traditional KOLs with social media influencers for wider benefits
- Access to the experience and expertise of a large team of over 1000 healthcare-focused analysts, supported by lean and six sigma process frameworks

About Genpact

Genpact Limited (NYSE:G), a global leader in business process management and technology services, leverages the power of smarter processes, smarter analytics and smarter technology to help its clients drive intelligence across the enterprise. Genpact's Smart Enterprise Processes (SEPSM) framework, its unique science of process combined with deep domain expertise in multiple industry verticals, leads to superior business outcomes. Genpact's Smart Decision Services deliver valuable business insights to its clients through targeted analytics, reengineering expertise, and advanced risk management. Making technology more intelligent by embedding it with process and data insights, Genpact also offers a wide variety of technology solutions for better business outcomes.

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