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Physician Connect is available in:

Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Czech Republic, France, Germany, Greece, Hungary, Italy, Japan, Mexico, Netherlands, Nordics, Poland, Portugal, Romania, Russia, Slovak Republic, Spain, Switzerland, Turkey, UK, Ukraine and USA.

[www.physician-connect.info](http://www.physician-connect.info)



## PHYSICIAN CONNECT™

UNCOVERING YOUR KEY OPINION LEADERS FROM INTERNATIONAL TO LOCAL



# Far more than just another KOL study

## Doctors prefer to **go local**

Influencing prescribing behaviour is a complex process. Yes, National Opinion Leaders have a key role to play in creating adoption. But, when it comes to seeking advice, doctors tend to go local. They seek opinions from colleagues they know and trust, and with whom they have an established relationship.

## Identifying the **dynamics of trust**

Over the past seven years, across a dozen countries and in over 150 studies, we have been identifying this dynamic of trust and peer-to-peer influence through a process we call Physician Connect.

Physician Connect provides a custom-tailored analysis for your brand's market. It details the network of influence **from the international to the national, and all the way down to the local level**, allowing you to go beyond internationally and nationally recognised Key Opinion Leaders into regional and local influencer networks.



## Local Insight

### Find the missing KOL's

Traditional KOL studies only identify a small minority of the physicians and professionals who your targets in the field turn to for advice about prescribing decisions. Physician Connect builds on these by adding the Local Opinion Leaders and gatekeepers who are often missed in standard KOL studies.

### Focus more clearly

Knowing who talks to who, and why, means that your efforts can be much more focused! Just think about how information as powerful as this could enhance your medical, marketing and sales strategies.

To find out more visit [www.physician-connect.info](http://www.physician-connect.info) or contact our office near you.

## Our Customers

*"Using Physician Connect, we realised the critical importance of a number of opinion leaders who we had not worked closely with in the past. Physician Connect helped us plan both our national and our local KOL development programs."*

Global Brand Director, UCB

*"Physician Connect showed us that we had underestimated the importance of the people we knew."*

Business Information Manager, Teva