Life Sciences companies have an imperative need to be at the cutting edge of inventions. Managing thought leader relationships, from that perspective, have become an important priority for Life Sciences companies. Key Opinion Leaders (KOL), like leading physicians and scientists, are an important Thought Leader constituency. KOLs interact with and expect coordination amongst various types of users in Life Science Companies like Clinical Research, Contract research, Sales, Marketing Medical Education and Clinical affairs. These functions are not often bridged by processes, personnel or systems. This kind of a silo relationship often results in incomplete information about KOLs and leads to challenges in sales and marketing operations.

Key Opinion Leader Management Solution

Key Opinion Leaders serve the following purpose

- Drug Discovery
  - Help write the protocol and define efficacies of drug during the study
- Medical Affairs:
  - Help medical affairs on drug usage and defining side effects
- Marketing & Sales:
  - Act as leading indicator of therapy acceptance
  - Help in diffusion of information & can increase velocity of product adoption
  - Physicians & Institutions increasingly rely on KOL guidance for prescribing new Drugs

Current Challenges in KOL Management

Mostly, KOL Management is spread across multiple departments with information silos contributing the 2nd highest spend during product launches.

- Manual processes in KOL nomination & approval cause delays in KOL recruitment impacts MSLs, Marketing, Medical Affairs, Medical Communications, Clinical Trial Administrators, etc
- Fragmented information about the KOL impacts MSLs, Sales Reps
- Sub-optimal utilization of each type of KOL in alignment with the overall strategy impacts all the parties involved in KOL management
- Medical Science Liaisons are impacted by absence of mechanisms to define, track and review development needs of the KOLs
- Lack of centralized tracking mechanism concerns all those involved in KOL management
KOL Solution

Wipro has developed a KOL solution which leverages the existing SAP CRM landscape to provide all the necessary functionalities as required by the business. Customers can now veer away from a ‘Best-of-breed’ strategy for supporting KOL processes.

- Utilizes SAP CRM as its base. Thus no new licenses and lower TCO
- Seamless Integration with BI tools
- Provide 360 degree view of KOL across marketing and sales
- No additional application to maintain and manage for KOL

Business Benefits

Wipro’s KOL solution now enables organizations to integrate KOL processes with mainstream CRM & ERP processes. This ensures elimination of process and data silos thereby providing an integrated platform with 360 degree view. The solution maintains the relationship with the KOL all through the cycle of product development. KOL analytics help the company in better analysis of KOL activities and give a better insight to usage patterns, sales potential and fund management. The integrated solution increases efficiency in entire supply chain including Drug Discovery, Medical Affairs and Sales & Marketing.

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