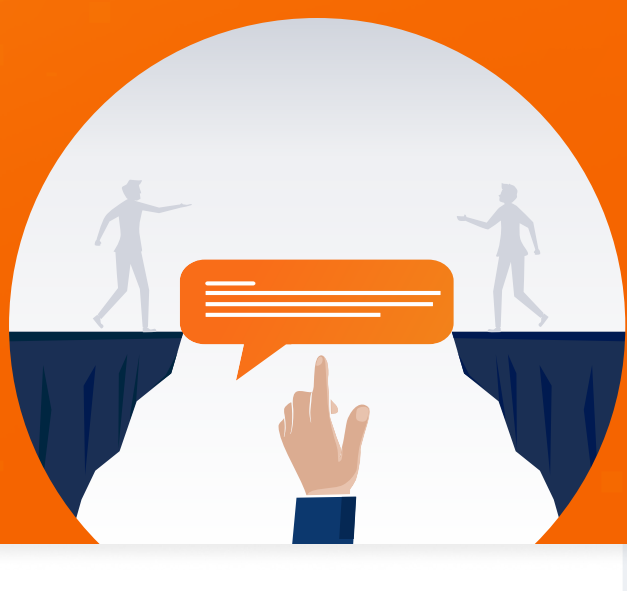


Closing The Insights Gap: The KOL Perspective



Key Findings

Key Opinion Leaders (KOLs) Openly Share Insights

KOLs actively share insights with field medical teams to advance patient care and the future of medicine. Findings also reveal regional differences.

98% of KOLs are willing to share insights with biopharmaceutical companies

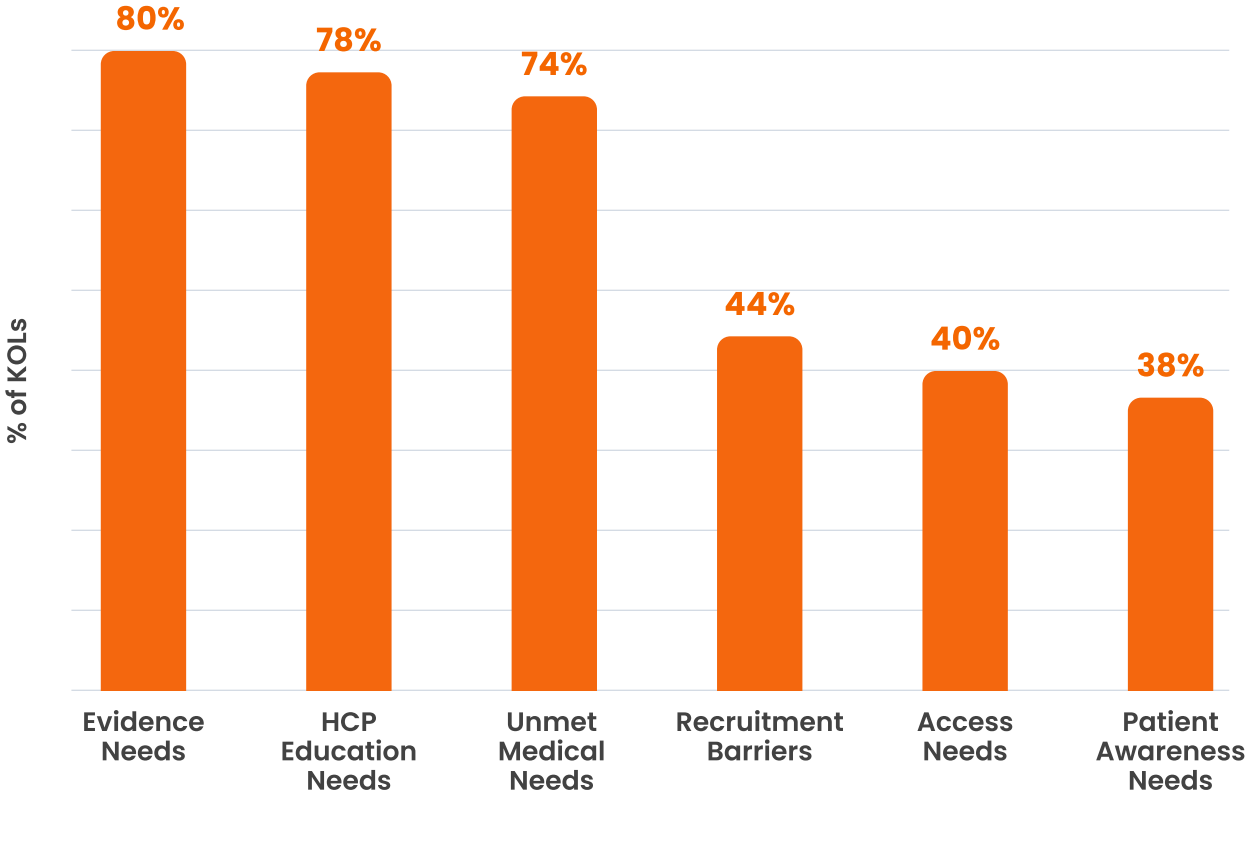
9 insights shared per year on average by KOLs — some contribute up to 60

On average US KOLs share fewer insights than EU KOLs



What KOLs are Talking About

KOL insights are essential to shaping medical strategy, helping identify gaps in data, knowledge, skills, and unmet treatment needs. Field teams also capture trial-related insights, like recruitment barriers, enabling broader cross-functional impact.



“As you prepare for launch, medical insights become especially valuable — helping to shape medical strategy, refine scientific communications, and guide overall impact in the field.

Kristina Kipp, Regional Medical Director, BridgeBio

Get More Value Out of Insights

Most KOLs feel biopharmas underutilize their insights, limiting opportunities to shape decisions, identify trends, and foster scientific exchange.



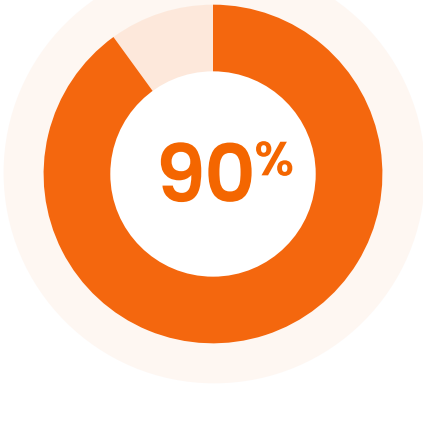
KOLs think **70% of insights they share are not used** by biopharma companies

KOLs Would Like Feedback on Their Insights

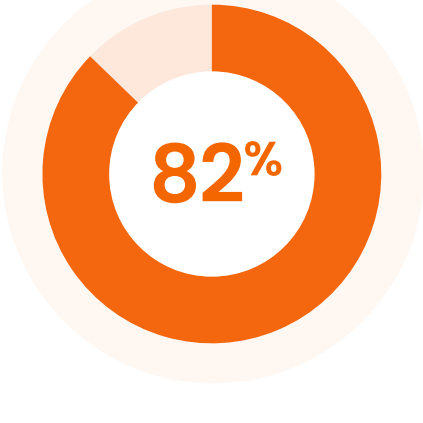
KOLs are eager to contribute and consistently seek more on the information they have shared. Most are willing to attach their names to insights, enabling personalized feedback loops and fostering true collaboration.



Want to receive feedback on insights they share



Feel comfortable having their name associated with insights



Want to hear about insights other KOLs have shared

“The insights captured ultimately inform our strategic planning and tactics, which enhance and close gaps in the patient care journey.

Dina Harley, Senior Director, Strategy Planning & Omnichannel Engagement, Novo Nordisk

An Opportunity to Turn Insights into Impact

KOLs are open to sharing insights and collaborating to improve patient outcomes, driving broader cross-functional impact. Yet many insights potentially go unused, missing key opportunities.

Capturing, connecting, and sharing KOL insights efficiently can maximize impact and strengthen biopharma relationships with the scientific community. Below are key focus areas to put this into action.

01

Enable frictionless insights capture

Equip MSLs and HQ medical teams to capture insights easily, offering multiple data entry points. Tag insights by disease, product, specialty, and concept using AI to ensure fast, accurate classification.

02

Promote cross-functional collaboration

Work closely with cross-functional partners to share global insights effectively and keep teams aligned. Involve compliance early to navigate any limitations on broad sharing.

03

Consolidate insights across the enterprise

Bring together KOL insights globally to create a unified view. Break down silos by integrating systems into a single, enterprise-wide source of truth. This standardizes insights, connects data, and gives teams full visibility to take strategic action.

04

Share insights in real time

Replace static reports with real-time dashboards and AI analytics such as summarization or theme generation. Give internal teams immediate access to the insights they care about—so they can act faster and smarter.

Learn more about Veeva’s solution for managing medical insights.



Hear how AI powers medical insights analysis to accelerate launch for BridgeBio.

