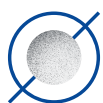# Expert Identification to Support Brand Launch Increases Engagement at a Congress

In support of a top 10 global pharma company's research of pelecarsen in LP(a), H1 was asked to identify key medical experts in **cardiology, endocrinology, neurovascular and primary care** with cardiology subspecialty, along with any other top experts in the lipidology space.
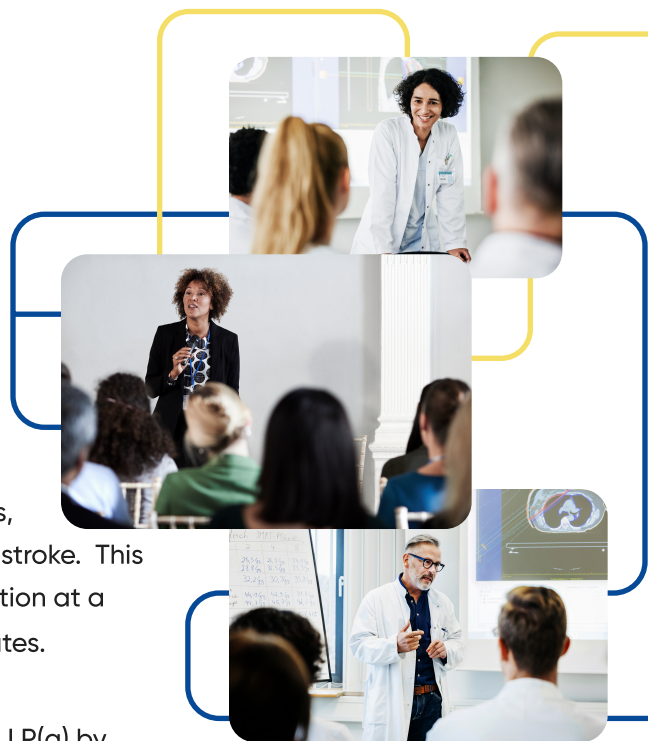
The Ask

Part 1:

In support of a top 10 global pharma's research endeavors for a drug to address high cholesterol, H1 was asked to identify key healthcare providers (HCPs) and key opinion leaders (KOLs) across cardiology, endocrinology, neurovascular and primary care with cardiology subspecialty, along with other top experts with a focus on lipidology.

H1 was to identify top, relevant HCPs who treat atherosclerotic cardiovascular disease, aortic stenosis, myocardial infarction, peripheral arterial disease and stroke. This analysis would also be leveraged for expert identification at a National Cardiovascular Conference in the United States.

Part 2:

Identify early career, high-impact potential experts in LP(a) by executing a Rising Stars analysis. Identify rising stars, including those with an established track record, and if appropriate, fellows or recently graduated fellows who have developed an exceptional research pedigree.

H1's Approach

H1 used a tech-first, data-driven, and cross-functional approach to provide an in-depth analysis including Rising Stars. The analysis tracked new and emerging KOLs earlier in their career specific to the requested therapeutic areas and medical specialties. The cohort included experts with subject matter expertise, publications, and/or claims in key areas.

The Solution

Leveraging the H1's HCP Universe and expert support from our insights team, the company identified new KOLs and was able to leverage the unique insights provided in the analysis to drive HCP engagement at a National Cardiovascular Conference.

The Results

61

meetings booked
for the National
Cardiovascular
Conference

2,000+

experts were
identified in the
two-pronged
analysis

45

experts identified
by H1's analysis

~50%

of the rising stars
were net new
experts