

# Thought Leader Mapping with Social Network Analysis: The Who and How of HCP Connections

Case	Challenge	Strategy	Solution
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**Thought Leader Mapping & Modeling:** Thought leaders (TLs) shape therapeutic discourse on the national to local levels. A critical element of brand success includes a successful, sustained, strategic TL engagement plan that includes identifying TLs and ascertaining their spheres of influence

Powerful brand messages were reaching pockets of stakeholders but were not being diffused throughout the broader healthcare community

Perform a comprehensive analysis that both identifies TLs who are information gatekeepers and facilitators and model their spheres of influence

A comprehensive identification, mapping, and influence modeling analysis

- Create a list of National TLs
- Identify regional and local leaders
- Elucidate networks of influence

**Result:** Applying TL mapping to HCP engagement strategies resulted in rapid information diffusion and brand message awareness

