

Breaking the barriers to entry for orphan drugs in Eastern Europe

The challenge

Market access is a vital part of brand planning and commercial success for pharmaceutical and biotechnology organisations. It helps companies better understand a market's landscape before attempting to enter it.

A healthcare strategy consultancy developing a go-to-market strategy for neurological orphan drugs in Eastern Europe needed to learn more about barriers to entry in this new market.

To gain this insight they asked techspert.io to match them with market access experts from Belarus, Kazakhstan, Kosovo, and Lithuania for 60-minute qualitative interviews.

The solution

Using our proprietary AI search technology, which analyses billions of online data points to identify the world's leading experts, we found market access specialists fitting the customer's criteria.

And thanks to our tech's speed, the first expert was identified and connected with the customer within 24 hours of them submitting their request. Our ability to rapidly identify precision-matched experts is because of our internal *Knowledge Graph*.

Developed by techspert.io's tech team, our *Knowledge Graph* records the relationships between experts, institutions, online media, and semantic concepts, giving us a real-time visualisation of the knowledge landscape. This overview enables us to swiftly identify the top experts in a field and connect them with customers who seek their insights.



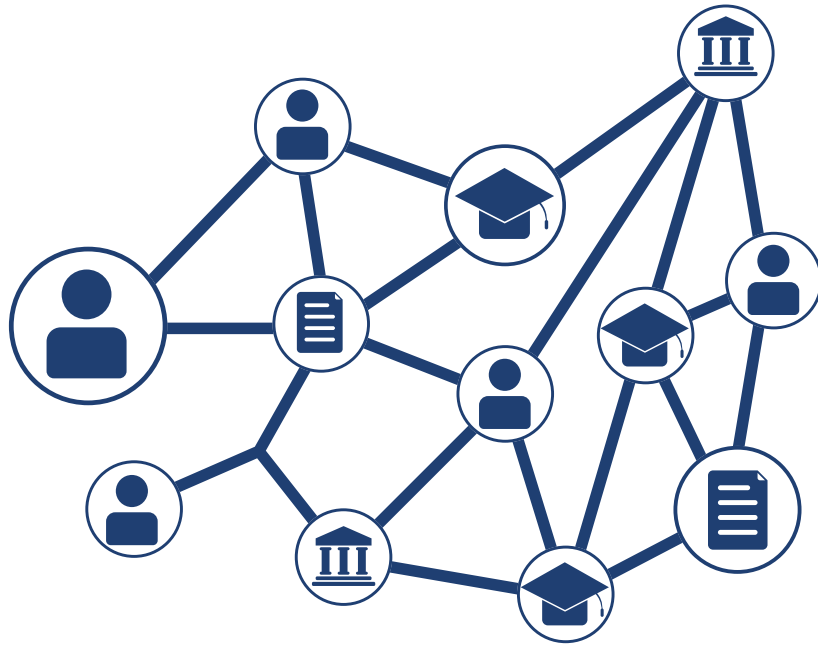
Connected with 1st expert in 24 hours



4 Eastern European countries covered



15 Market Access specialists engaged



An example of a knowledge graph showing the links between experts, organisations, universities and publications.

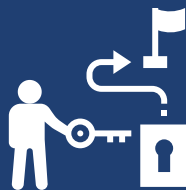
The outcome

After conducting 60-minute qualitative interviews with the 15 market access specialists we sourced for them, the customer developed a solid understanding of barriers to entry for neurological orphan drugs in Eastern Europe, enabling them to develop a more robust go-to-market strategy for their end client.

Some of the market access experts the customer engaged with included a:



Head of Government Relations and Pricing at a global pharmaceutical organisation.



Market Access and Business Development Manager at a multinational healthcare company.



Medical Affairs and Market Access specialist with over 20 years' experience