

# **Identifying and profiling 300 oncologists involved in treating gall bladder cancer in the USA**

- **A thorough desk research conducted to identify experienced professionals across different cities in the US.**
  - **Criteria to identify KOLs – years of experience, conference attendance, scientific literature publications, etc.**
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- **Excel data helped client to establish their network among oncologists by sending their medical reps and eventually increasing uptake of their drug**

