

FROM KOL TO DOL:

WHY THE INFLUENCE GAME HAS CHANGED

Healthcare conversations have moved beyond podiums and publications. Today, digital opinion leaders (DOLs)—scientifically credible voices who engage HCP audiences on social platforms and in digital spaces—are shaping clinical thinking in real time.

WHO IS A DOL?

KOL

Traditional
Prestige
Journal
Authorship
Scientific
Speaking

Medical
Expertise
Credibility
Audience
Trust

DOL

Real-time
Influence
Digital
Credibility
Audience
Command

DOLs drive high-impact conversations, and most will reach an HCP audience the size of a major medical congress every day as their posts and discussions are spread among followers.

WHY DOLs MATTER

80%

80%+ of clinicians say they're more likely to prescribe a drug if a trusted peer supports it

50M

50M+ HCPs globally use online/social media to gather clinical insights

70%

70% of HCPs are now digital natives

CONNECTING WITH DOLs

Forging valuable DOL partnerships can help you amplify your message across digital channels. So how do you find and leverage the right DOL?

Discover

Discover how expert voices are framing your brand, product, or therapeutic area across digital platforms

Assess

Assess which DOLs carry real-world influence over your target audience

Map

Map the most effective DOLs to your brand message, content channels, and campaign goals

Activate

Activate the right DOLs who align with your brand narrative and can influence perception at scale

Measure

Measure how DOL engagement shifts perception and adjust your messaging in real time

FINDING THE RIGHT DOL

True influence isn't about follower count alone. The most impactful DOLs consistently show strength across these four dimensions:



Relevance

Are they consistently posting in your therapeutic area, or just passing through?



Reach

Do they speak to an HCP audience the size of a virtual congress, or a small echo chamber?



Resonance

Do their posts spark discussion, shares, and real peer influence, or fade into the feed?



Rhythm

Are they showing up regularly enough to shape the narrative, or just dropping in and out?

DON'T JUST OBSERVE THE CONVERSATION – SHAPE IT.

With Navigator365™ Matrix, you can uncover DOL conversations, monitor sentiments shifts, and stay ahead of emerging narratives.

Explore more:

www.precisionaq.com/navigator365-matrix.



PRECISION AQ™

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