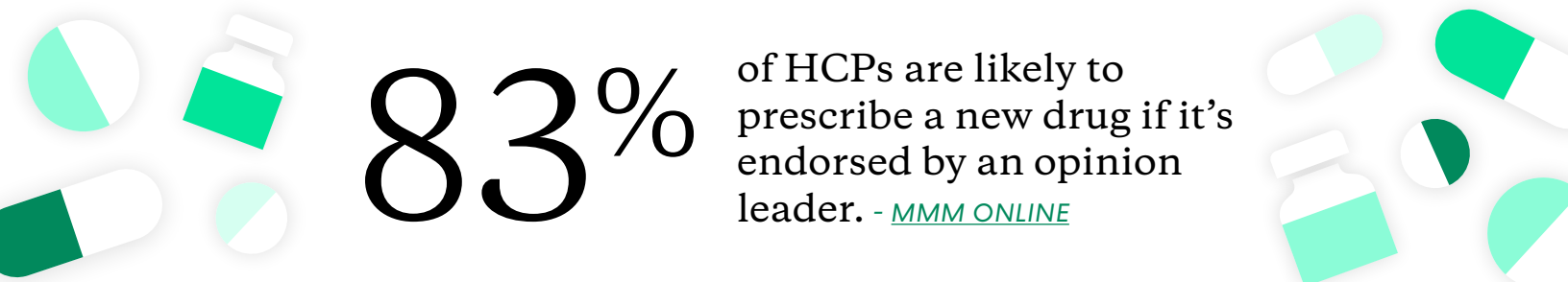



# The rise of digital opinion leaders

Opinion leaders – both traditional KOLs and DOLs – have a tremendous influence on HCPs.



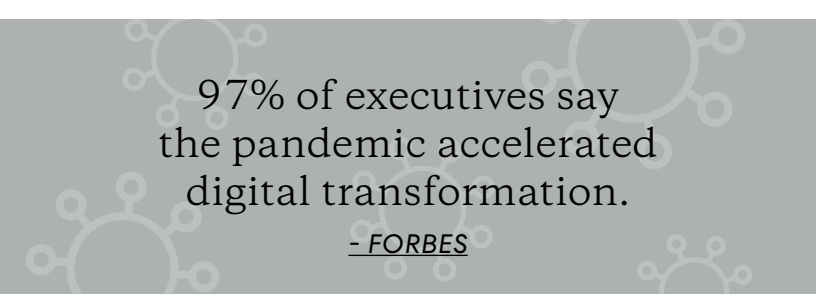
**83%** of HCPs are likely to prescribe a new drug if it's endorsed by an opinion leader. - [MMM ONLINE](#)

And due to the pandemic, digital platforms have a greater influence on life science decision-making than ever before.



Twitter interactions for top biopharma brands increased by **255% in 2020**.

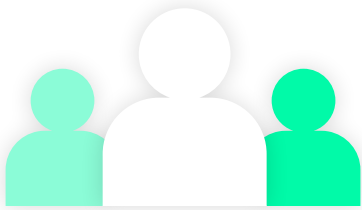
- [SOCIALBAKERS](#)



97% of executives say the pandemic accelerated digital transformation.

- [FORBES](#)

In fact, digital transformation has become a business imperative for life science companies.

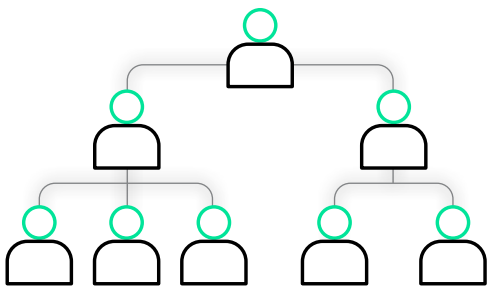


63% of patients choose one provider over another based on a strong online presence. - [DOCTOR.COM](#)

DOLs use digital networks to engage followers from all over the world, in contrast with the more hierarchical peer relationships of traditional KOLs.

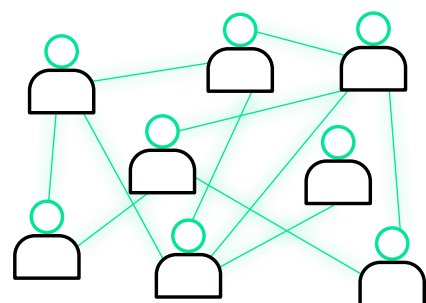
## KOL

### Network Model



## DOL

### Network Model



And you can't put a value on the right insight.

Using Within3 Select, a recent client turned a single DOL insight into a nine-figure out-licensing opportunity. - [WITHIN3](#)

