

# Osteoarthritis physicians' insights revamp Putnam's product launch strategy for client

## The challenge

Putnam Associates, a leading biopharmaceutical strategy consulting firm, was supporting their end client on an osteoarthritis treatment product and needed to connect with physicians across the UK and Germany to supplement the project.

Putnam needed industry insights from physicians specialising in orthopaedic surgery, rheumatology and sports medicine to help revamp an osteoarthritis product profile for trial and launch.

They partnered with techspert.io, an AI technology innovator that specialises in connecting businesses with subject matter experts, to connect with the physicians via 60-minute qualitative telephone interviews.

techspert.io knows that when a business needs insights and strategic advice, they often need this information quickly. Within 24 hours of submitting the request, techspert.io connected Putnam to its first expert using a *Knowledge Graph*.

*"The response rates from your team were more prompt than I am used to, the portal for scheduling physicians helped organise everything immensely, and the price compared to other vendors was a boon."*

*Josh Hansan, Associate Consultant at Putnam Associates*



**Physicians across  
3 specialisms  
engaged**



**First expert  
connection made  
in 24 hours**

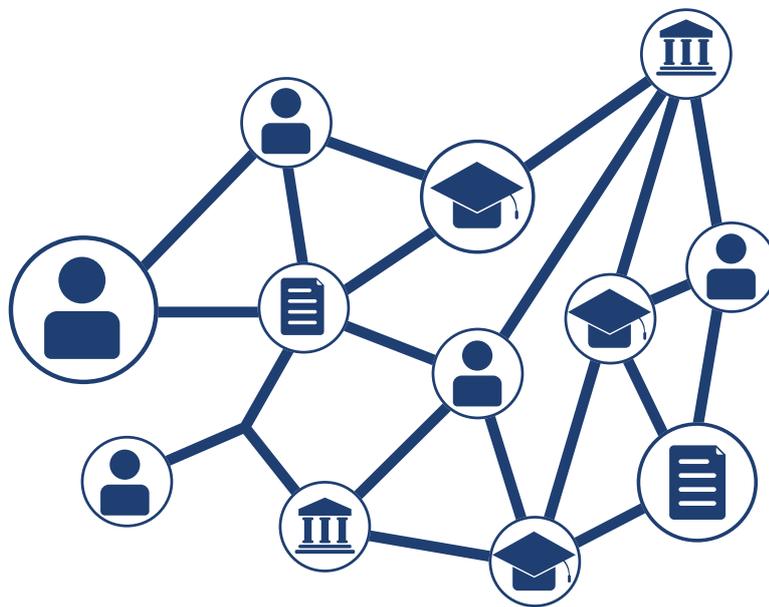


**Customer rating  
on services and  
expert quality**

## The solution

Created by the tech team, the *Knowledge Graph* records relationships between experts, institutions, online media, and semantic concepts, providing a global, real-time overview of the knowledge landscape. This visualisation enables techspert.io to see which experts are having the greatest influence in their field and to spot trends and growth areas over time.

Upon receiving Putnam's request for osteoarthritis physicians, using the *Knowledge Graph*, techspert.io rapidly identified the best experts specialising in orthopaedic surgery, rheumatology and sports medicine and connected them with Putnam.



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

*"I had a wonderful experience working with techspert.io on our recent osteoarthritis project. The beginning to end process was seamless, so I have very little to expand on because almost everything was taken care of!"*

*Josh Hansan, Associate Consultant at Putnam Associates*

## The outcome

techspert.io successfully connected Putnam with 15 osteoarthritis physicians from the UK and Germany. Following the 60-minute engagements, Putnam obtained specialist insights on osteoarthritis treatment, patient interactions, and hypothetical product profile comparisons, enabling them to support their end client with revamping their osteoarthritis product for trial and launch.

The osteoarthritis physicians techspert.io connected Putnam with included a:



Professor of Rheumatology and doctor with their own specialist medical practice focusing on rheumatological and gastroenterological disorders.



Director of a Rheumatology Research Unit leading on phase IIa – IV clinical studies of novel therapeutic agents for different types of arthritis.



Rheumatologist who is also an award-winning professor and member of editorial boards for leading rheumatology and immunology journals.



Chief Physician at a clinic for orthopaedics and trauma surgery with over 15 years' experience as a practising doctor and surgeon.



Consultant Orthopaedic Surgeon who operates on sports professionals and treats patients with sports-related injuries and osteoarthritis.



Trauma and Orthopaedic Surgeon with a specialist interest in hip and knee disorders, sports injuries, and lower limb fractures.