

Engaging KOLs: new thinking on thought leader development

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Abstracts

Key opinion leaders (KOLs) play a vital role in the effective development and marketing of drugs and medical devices.

However, restrictions are increasingly being imposed on the ways in which Medical Science Liaisons (MSLs) and sales reps can access and engage with physicians. Pharma must ensure that all its interactions with KOLs are focused on science and compliant with the various regulations, including the upcoming “Sunshine Act.”

In this more restricted environment, it’s more important than ever to build productive, mutually beneficial relationships with KOLs. How can you enhance your KOL programme and ensure that KOLs value their interactions with your company?

Report Overview

Engaging KOLs: new thinking on thought leader development presents Industry Best Practices for managing KOLs – exploring ways to clarify and measure the role of Medical Science Liaisons (MSLs), and examining different approaches to managing the sensitive relationship between Medical Affairs and Sales. Other practical insights include candid feedback from KOLs on their ideal interactions with pharma, and the use of KOL Management software to facilitate effective communication.

This exclusive FirstWord Dossier report draws on interviews with more than 30 KOLs, and features perspectives from 9 industry experts!

Key Report Features

Interviews with nine industry experts that reveal the industry's current best practices for KOL recruitment and engagement

Analysis of which departments within pharma companies should be responsible for KOL list building and recruitment

Discussion of the different roles played by sales and medical affairs and how to remain compliant while enabling good internal communication

Discussion of the impact of the PPSA on pharma's relationships, and what companies can do to mitigate its negative effects

Analysis of the key features that make KOL management software offerings attractive to their end users

Insights into why and how KOLs want to work with pharma, and into pharma practices that may cause KOL attrition

Key Benefits

Get up to speed with the pharma industry's current best practices for KOL engagement

Learn which departments within pharma companies are currently responsible for KOL list building and recruitment

Find out about the different roles played by sales and medical affairs and how to remain compliant and productive

Review the key features that make KOL management software offerings attractive to their end users

Understand the impact of the PPSA on pharma's relationships, and what companies can do to mitigate its negative impacts

Receive ideas for tangible ways to measure the activities of MSLs

Key Questions Answered

Which departments within pharmaceutical companies are involved in the recruitment of KOLs and the subsequent engagement with them?

Which KOLs does the pharma industry target and when in the development cycle?

How do sales and MSLs differ in the way that they engage with KOLs, and how can you ensure compliance?

What metrics are used by the industry to measure the success of MSL activities?

How do KOLs want to be engaged with by the industry?

What impact will the introduction of the PPSA have on the way that the industry engages with KOLs, and how does it impact KOLs' attitudes to these relationships?

Who Would Benefit From This Report?

This report will be of value to senior pharma directors and managers with responsibilities in the following areas:

Medical and scientific affairs

Clinical trials

Relationship management

Key account and territory management

Marketing, brand and sales management

Medical Science Liaison

IT procurement

Business development

Regulatory and government affairs

Medical communication

Key quotes

“I think in general that the major change has been around access issues, not just for the sales force but scientifically in the field. Sales reps and MSLs have been grouped together. Even though the MSLs have a scientific intent, there are still issues with access for them.” – Gerri Lee, director of MSLs, Genentech

“People need to know what the MSL team is there to do and you need to get buy-in to what those expectations are. These goals should be defined and the intended objectives agreed on for a specific time period.” – Debra Kientop, oncology liaison director, Quintiles

“You are greeted by completely new people, who have new ideas, and then you have to start over. It’s frustrating having new people all the time and having nobody pay attention.” – Professor Paul Bunn, professor of medicine and head of medical oncology at the University of Colorado (KOL for more than 20 years)

Expert Views

Dr William Lambert, MSL, Novo Nordisk

Dr Gerri Lee, director of MSLs, Genentech

Dr Patrick Malenfant, MSL, Novo Nordisk

Kevin Appareti, global director of Medical Science Liaison, Philips Healthcare

Dr Jennifer Bradford, MSL, Genentech

Dr Samuel Dyer, CEO and founder, MSL WORLD

Debra Kientop, oncology liaison director, Quintiles

Dr Brandt Newcomer, MSL, AndroScience

Dr Leon Rozen, principal of Leadership Success Australia (formerly director of MSLs at Bristol-Myers Squibb UK)

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HOW DO KOLS WANT TO BE MANAGED BY THE INDUSTRY?

Keep medical affairs staff turnover to a minimum

KOLs want earlier involvement in the drug-development process

KOLs are open to the use of digital technologies for interaction with industry

KOLs value industry staff who understand the disease area as well as the drug

KOLs want to maintain their independence

CONCLUSIONS

ACKNOWLEDGEMENTS

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