

# Optimal KOL Relationship Management - Leveraging the digital approach

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## Abstracts

Every second of every minute of every day, new information is generated, disseminated, analysed and absorbed. For the pharmaceutical industry, there is the added pressure of pricing issues, ever-changing compliance requirements and the need to build bridges between medical affairs and stakeholders.

Based on deep-dive secondary research and the unique insights from interviews with eight senior level industry executives, Optimal KOL Relationship Management – Leveraging the Digital Approach is an intelligent examination of evolving digital tools and how they can broaden the scope, depth and quality of KOL interaction.

The use of digital channels are being rapidly adopted and exploited. Already, 80% of the big 10 global pharma companies now use iPads. But are digital channels the whole answer? This report gives insight on current potential and future prospects.

## Key Benefits

Insight into key priorities that drive digital engagement

Point by point examination of all digital channels and their use by medical field teams

The potential role of digital advisory boards and eCME under new transparency requirements

Analysis of the importance of 'closing the loop' for leveraging data from numerous digital channels to drive engagement

Knowledge of the extent to which digital platforms are effective in creating long-term relationships

Insight into how digital channels are evolving in the medical affairs context and the part they'll play in the future

### **Get Answers to Critical Questions**

What is driving the uptake of digital engagement channels among Medical Affairs teams?

Which digital engagement channels are having the greatest impact on the day-to-day activities of Medical Affairs professionals?

How have transparency regulations influenced the use and evolution of digital channels now and how will they roll out in the future?

In what way do digital platforms contribute to the implementation of strategies in the field?

Where along the product lifecycle can an eAdvisory Board contribute most to the development stakeholder relationships?

### **Key features**

Access to the insights, opinions and analysis of eight industry experts

Overview of e-platforms in Continuing Medical Education and the integration with broader digital channels

How digital channels can be leveraged for other medical affairs functions, such as recruitment for clinical trials and targeting patient communities

Key findings into how an integrated digital approach can 'close the loop' between medical affairs and other internal stakeholders

## Expert Contributors

European Head of Medical Affairs, large pharmaceutical company

Medical Affairs Director, large European pharmaceutical company

Senior Director, large US-based pharmaceutical company

Medical Affairs Director for a range of small-to-mid sized companies

Medical Director and management team member, large US-based biotechnology company

Business Unit Head, mid-sized pharmaceutical company

Head of Medical Affairs, European Biotechnology company

Executive Vice President, leading global provider of digital stakeholder engagement channels

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