

Tomorrow's KOLs: the Changing Face of Influence

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Abstracts

In Europe, the US and other key markets, the story is the same: regulatory change, public opinion and cost containment are all changing the face of stakeholders.

Where physicians once spoke with the strongest voice, patients and payers are now increasingly being heard. Payers are the new driving force behind crucial reimbursement decisions, getting involved in early-stage drug development and even determining the scope and quality of clinical trials. Real-world patient-reported outcomes are also becoming more critical in the race to gain marketing approval as focus shifts outside the controlled clinical trial setting .

There are new voices in the stakeholder universe. But is the industry listening? According to one study, 88 percent of European pharma companies acknowledge that they need to change their market access strategies. Around 83 percent say they've already replaced sales reps with key account management teams that focus on physicians, formulary managers, commissions, health insurance bodies and any other group with a voice and opinion in local and national health services.

Yet it may not be sufficient. Figures show that, despite the rise of payers and patients as key stakeholders, 85 percent of marketing spending by pharma still resides in procuring initial prescriptions via drug detailing, drug samples, physician conferences, speaker programmes and continuing medical education.

Adapting successfully to the rapidly changing world of stakeholders needs reliable intelligence. In *Tomorrow's KOLs: the changing face of influence*, FirstWord offers a complete outline of that evolving world—and a roadmap to the way forward. Covering the historical rise of the payer, the report details how the end of free pricing is impacting the industry and how it is becoming increasingly important to address payers' needs. The report addresses the use of key account management teams over sales reps, changing

European pricing and reimbursement policies, the loss of physician influence and the rise of patient-centred care. Concisely written and intelligently researched, this report is a must-read for anyone affected by the shifting sands of stakeholder influence.

The report offers insights into:

The waning importance of physicians as KOLs—and why patients and payers are gaining ground

The industry's successes and failures in responding to the changes

Key features

Current and historical overview of KOLs

Changes to pricing and reimbursement policies in European markets

How transparency legislation is reducing physician influence

Why patient-centred care is on the rise

Key quotes from the report

“It doesn't matter how great a product is if no-one will pay for it. Companies need to know what payers need, the values that are relevant to them and to ensure they know what is in development.”

Hanne Buus van der Kam for Capgemini

“The industry tries to involve payers as trusted partners. We exchange data and talk to each other but for risk-share arrangements to work, it needs some independent party to collect the data. This data trustee may be an academic; the most important thing is trust.”

Dr Tobias Gantner, Novartis

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