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SMi present their 4th annual UK conference on...

# KOL Liaison and MSL Best Practice

The UK's original and premier KOL/MSL event -  
relationship building for the 21st Century

Wednesday 28th and Thursday 29th September 2011  
Cophorne Tara Hotel, London, UK



This conference will provide an in-depth treatment of the major issues facing those involved in Medical Affairs and the increasingly varied role of Medical Science Liaisons, from their traditional function working with key opinion leaders to the newer functions and challenges associated with the role.

#### KEY SPEAKERS INCLUDE:

**David Gillen**  
Head of International  
Medical Affairs  
*Gilead Sciences*

**Eddy Wu**  
Medical Director, MAX and  
Ophthalmics  
*Novartis*

**Arun Mistry**  
European Medical Director  
*Pfizer*

**Rav Seeruthun**  
Head of Clinical Affairs  
*Napp*

**Petr Seidl**  
Medical Director, East and Central  
Europe  
*Genzyme*

**Tobias Gantner**  
Head of Market Access,  
Germany  
*Bayer*

**Richard Barker**  
Director General  
*Association of the British  
Pharmaceutical Industry*

**Alex Butler**  
EMEA Marketing Communications  
Manager  
*Johnson & Johnson Pharmaceuticals*

#### KEY TOPICS INCLUDE:

- **Learn** from some of the leading experts in identifying, approaching and building relationships with KOLs and managing KOL programmes
- **Explore** how to increase your ROI by having a strategic and structured MSL programme
- **Navigate** the increasingly diverse role of the MSL and take back to your work new approaches to achieve success
- **Discover** the best ways to manage your medical and scientific advice output for the long-term benefit of your brand

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**PLUS A FULL-DAY PRE-CONFERENCE WORKSHOP**

Tuesday 27th September 2011, London

### Opinion Leader Development

Led by **Neil Kendle**, Managing Director, **Kendle Healthcare**

09:30 - 16:00

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08:30 Registration & Refreshments

09:00 Chairman's Opening Remarks  
**Samuel Dyer**, former Senior Medical Director, **Genentech** and CEO/Founder of **MSL World**

## THE EVOLVING LANDSCAPE OF KOL LIAISON AND THE WORK OF MSLs

### OPENING ADDRESS

09:10 **Changing the relationship between the industry and the medical research community**

- Reviewing the state of the relationship between pharma and the medical research community
- Developing positive new routes of engagement
- Evolving new approaches to working together for the benefit of medicine

**Richard Barker**, Director General, **Association of the British Pharmaceutical Industry**

09:50 **Defining the role of KOLs in contemporary pharmaceutical development and communications**

- What is a key opinion leader in today's pharmaceutical community?
- Assessing the need for physicians to be involved with the industry
- What are the natural boundaries of this involvement; how can and should pharma work with KOLs?
- What impact are these relationships having on medicine and healthcare?
- In what directions is the area evolving?

**Arvind Agrawal**, former Clinical and Scientific Affairs Director, **Reckitt Benckiser**

10:30 Morning Refreshments

11:00 **Reflecting on the ethics of the use of KOLs by pharmaceutical companies**

- Is the use of relationships built with senior physicians to secure a competitive advantage in selling drugs strictly ethical?
- Analysing the ethical pitfalls of the current system
- Can pharmaceutical companies work with physicians in an ethical manner?

**Nick Broughton**, Managing Director, **PharmaceuticalEthics**

11:40 **Assessing the impact of the Bribery Act on relationships between pharmaceutical companies and KOLs in the UK**

- Overview of the main aspects of the Bribery Act likely to affect the pharmaceutical industry in its relationships with KOLs
- How is the Act likely to be interpreted and what will be the practical implications for KOL liaisons?
- What will need to change in order to ensure relationships are conducted in a legal manner?

**Rosanna Cooper**, Global Head, **RT Coopers**

12:20 Networking Lunch

13:20 **Market access and KOL engagement in Germany**

- German drug reimbursement legislation: dawn of the gods for the whole of Europe?
  - Access and success: how to engage with KOLs from a market access perspective
  - Advocacy and access: what makes a KOL and what does not
  - From KOL manager to KOL coach: the new customer, the new partner, the new message
  - New pharma: the payer perspective and scientific marketing
- Tobias Gantner**, Head of Market Access, Germany, **Bayer**

14:00 **The lifecycle management of key opinion leaders from Phase I to the end of exclusivity**

- Maintaining relationships with KOLs and the increasing importance of early-stage development KOLs
  - How have changes to the regulatory environment affected relationships between pharma and KOLs?
  - The clinical oxymoron of Phase II and III: early data, but avoiding failed trials - how can KOLs help?
  - A joined-up, holistic approach to KOLs from Phase IIIB and beyond
- Rav Seeruthun**, Head of Clinical Affairs, **Napp Pharmaceuticals**

14:40 Afternoon Tea

15:10 **A new KOL model in the rare diseases area**

- Assessing the landscape and key drivers
  - Disease management as a natural platform for long-term co-operation with KOLs
  - Reaching new levels of quality in interactions with KOLs
  - Introducing an integrated model of KOL liaison in the orphan diseases area
  - Learning points and transferability
- Petr Seidl**, Medical Director, **Genzyme**

15:50 **European fair market value KOL compensation: benchmark study**

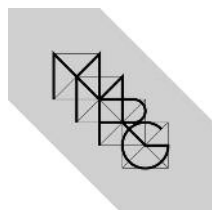
- Discover fair market value compensation for European KOLs to help improve your company's KOL management function
- Global policies with elevated scrutiny and stringent spending caps need to be considered when determining KOL compensation
- Learn key results from a benchmark study on European KOL fair market value compensation to set an appropriate fee schedule for your KOL programme

**Samuel Dyer**, former Senior Medical Director, **Genentech** and CEO/Founder of **MSL World**

16:30 **Chairman's Closing Remarks and close of Day One**

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*'Thought-provoking.'*

*'Presentations provided a lively discussion and the topic is interesting.'*

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08:30 Re-registration & Refreshments

09:00 **Chairman's Opening Remarks**  
Neil Kendle, Managing Director, **Kendle Healthcare**

**ESTABLISHING MSL BEST PRACTICE**

**OPENING ADDRESS**

09:10 **Why transparency regarding MSL/KOL interactions benefits everyone involved**

- Why transparency is important
- What can MSLs offer healthcare professionals?
- What healthcare professionals can offer the industry when interacting with MSLs
- How an MSL policy/guidance document can help

**Arun Mistry**, European Medical Director, **Pfizer Group**

09:50 **Establishing the role and responsibilities of MSLs within a pharmaceutical organization**

- What are the needs of pharma's customer base, and how does this affect MSL strategy?
- Defining MSL remit and competencies: what profile of MSL is needed?
- Identifying the ideal number of MSLs for your requirements
- MSLs and interface management: who do MSLs need to work with? When?

Precise presentation details to be confirmed

**David Gillen**, Head of International Medical Affairs, **Gilead Sciences**

10:30 Morning Refreshments

11:00 **The payer perspective: is the KOL model effective at influencing key decision makers?**

- Does the work of physicians in their capacity as KOLs have a significant impact on drug procurement planning and decision making?
- What information is needed to make the best decisions possible?
- Does the industry need to rethink its approach in light of this?
- Conclusions

**Representative**, Department of Health, UK\*

11:40 **Measuring the ROI of KOL mapping exercises**

- How can the ROI of a KOL mapping research study be assessed?
- How much better is independent KOL identification than in-house 'collective wisdom'?
- Is it worth the fees being asked?

**Peter Joshua**, Partner, **Medical Marketing Research Group**

12:20 Networking Lunch

13:20 **Establishing effective internal communication and co-ordination of KOL engagement**

- Co-ordinating KOL engagement between global functions and affiliates
- Assigning responsibilities and ensuring effective co-operation between scientific and commercial functions
- Planning global and affiliate KOL engagement to stay within a 'fees for services' cap, prospectively not retrospectively
- Segmenting KOL listings and advocacy mapping to ensure effective choice of KOLs across geographies

**Neil Kendle**, Managing Director, **Kendle Healthcare**

14:00 **Cross-country/regional KOL management**

- How can resources be maximized?
- Assessing collaborations between local and regional/global organizations
- Building a roadmap of KOL development: from local to regional and global
- Facing the challenges for smaller organizations

**Eddy Wu**, Medical Director, **Novartis Pharmaceuticals**

14:40 Afternoon Tea

15:10 **Social and digital media and MSL communications**

- Harnessing the social media to build stronger relationships with stakeholders
- Exploring the requirements for a successful social media strategy
- Social media as part of a larger digital and non-digital communications strategy

**Alex Butler**, EMEA Marketing Communications Manager, **Johnson & Johnson Pharmaceuticals**

15:50 **Opinion leader strategy and its role in New Pharma Marketing**

- Examining the difference between opinion leader management and opinion leader strategy
- New Pharmaceutical Marketing and the role of key opinion leaders
- Profiling of opinion leaders to ensure their optimal engagement
- Opinion leader planning in the New Pharmaceutical Marketing environment

**Rob Barker**, Managing Partner, **The Central Group**

16:30 **Chairman's Closing Remarks and Close of Conference**

\*Subject to Final Confirmation

registration to +44 (0)870 9090 712 or call +44 (0)870 9090 711

*'Great discussion and conversations.'*

*'Interesting and stimulating.'*

Delegates from Knowledge Leader Partnerships 2010

**Who should attend:**

Chief Executives, Vice Presidents, Heads, Directors, and Project Leaders of

- |   |                                       |   |
|---|---------------------------------------|---|
| • Medical Science Liaisons, MSLs        | • Key Opinion Management              | • Medical Education                       |
| • Medical Affairs, Scientific Affairs   | • External Speaker Faculty Management | • External Stakeholder Management/Liaison |
| • Medical Advisors, Scientific Advisors | • Medical Communications              | • Programme/Product/Brand Management      |
| • KOL Development, KOL Relationships    | • Clinical Outcomes                   | • Marketing                               |
|   | • Scientific Affairs                  | • Professional Education                  |

## Opinion Leader Development

### Overview of workshop

The importance of the use of opinion leaders for successful development and commercialization of pharmaceuticals cannot be overstated – it is widely acknowledged. However, creating the right balance in your partnerships with opinion leaders can be more complicated. As this workshop will show, a systematic approach to the identification, mapping and development of opinion leaders brings enormous benefits to your organization.

This workshop will look at strategies and tactics for building long-term relationships with opinion leaders, taking into account the needs of both the company and the opinion leaders themselves.

### The workshop will cover:

- Establishing and maintaining long-term relationships
- Internal co-ordination and objective setting to ensure optimum KOL management across functions and geographies
- Choosing the right KOL for the right task
- Setting up open and transparent frameworks for industry-KOL interaction
- Appropriate KOL activities for each stage of the product lifecycle

### Timetable:

**09:30 Registration and Refreshments**

**09:45 Welcome and Introduction**

**10:00 Developing long-term, mutually beneficial relationships with KOLs. What do we want from them; what do they want from us?**

**10:20 Group exercise: What type of opinion leader when?**

- Building relationships with the right mix of opinion leaders for trial and marketing activities

**11:00 Identification and evaluation of opinion leaders**

- Rising stars, profiling and network and stakeholder mapping

**11:40 KOL partnership plans**

**12:30 Lunch**

**13:30 Group exercise: KOL activities for each stage of the product lifecycle**

**14:15 Using KOL data to help decision-making**

**14:55 Afternoon Tea**

**15:10 Group exercise: Co-ordinating between functions across geographies**

**15:50 Discussion and questions**

**16:00 Close of workshop**

### About the workshop host:

**Neil Kendle**, Managing Director, **Kendle Healthcare**

Neil is one of the most experienced healthcare communications consultants in Europe with over 25 years of consultancy experience. After working as a clinical psychologist, Neil moved to the pharmaceutical industry. He worked in various capacities in sales, clinical trials and marketing before moving into PR, initially at Burson Marsteller, then the largest PR agency in the world. In 1987 he established Fusion Communications. Fusion became one of the most successful and highly-regarded UK-based consultancies, working on UK, pan-European and global programmes. It was during this time that Neil pioneered many ground-breaking initiatives that have subsequently become standard practices in healthcare communications. In 1998 Fusion was acquired by the Lowe Group, becoming Lowe Fusion Healthcare.

### About the organisation

**Kendle Healthcare** concentrates exclusively on opinion leader development including strategic consultancy, opinion leader identification and profiling and stakeholder mapping.  
[www.kendlehealthcare.com](http://www.kendlehealthcare.com)

# PHARMACEUTICAL FORWARD PLANNER

## MAY 2011

- 11/12 Generics, Supergenerics and Patent Strategies
- 16/17 Clinical Trial Logistics

## JUNE 2011

- 01/02 Pain Therapeutics
- 27/28 RNAi, miRNA, siRNA
- 29/30 Pharmaceutical Portfolio & Product Lifecycle Management
- 29/30 Pharmaceutical Nanotechnology
- 29/30 KOL Management and MSL Best Practice in Europe (Munich, Germany)

## JULY 2011

- 06/07 ADMET
- 06/07 Social Media in the Pharmaceutical Industry
- 11/12 BioBanking
- 18/19 Clinical Trial Logistics Asia (Singapore)
- 20/21 Pre-Filled Syringes Asia (Singapore)

## SEPTEMBER 2011

- 19/20 Biomarkers in Clinical Trials
- 26/27 Biosimilars and Biobetters
- 28/29 KOL Liaison and MSL Best Practice

## OCTOBER 2011

- 03/04 Partnerships with CROs
- 10/11 Pharmaceutical Mhealth
- 12/13 GP Commissioning
- 19/20 COPD: Novel Therapeutics and Management Strategies
- 24/25 Point of Care Diagnostics - Market Opportunities and Technology Trends

## NOVEMBER 2011

- 31st Oct/01 Nov European Pharmaceutical Pricing & Reimbursement (Switzerland)
- 16/17 Clinical Trials in CNS
- 21/22 Cell Based Assay

## DECEMBER 2011

- 05/06 Cold Chain Distribution

All conferences take place in central London, UK  
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# KOL LIAISON AND MSL BEST PRACTICE

Conference: Wednesday 28th and Thursday 29th September 2011, Copthorne Tara Hotel, London, UK Workshop: Tuesday 27th September 2011, London

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<input type="checkbox"/> The Conference Presentations - paper copy (or only £300 if ordered with a CD ROM)	£499.00 -	£499.00

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