

June 18-19, 2019

The Inn at Penn, a Hilton Hotel | Philadelphia, PA



KOL/Thought Leader Engagement AND ADVISORY BOARDS



Implement relationships with leading healthcare investors and innovative strategies for thought leader engagement

SUMMIT

CONFERENCE CHAIR



Kevin Apparetti,
Senior Director, Global MSL,
PHILIPS HEALTHCARE



Bob Numerof,
VP Medical Affairs,
RIGEL PHARMACEUTICALS



Daniel Jones,
Senior Medical Director, Neurology and Immunology
EMD SERONO



Robert Geller,
Vice President, Medical Affairs,
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William Soliman,
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ACMA



Peter Kowey,
Professor of Medicine and Clinical Pharmacology,
Jefferson Medical College, The William Wikoff Smith
Chair in Cardiovascular Research,
LANKENAU HOSPITAL AND MEDICAL
RESEARCH CENTER



Brandi Howard,
Senior Vice President, Global Clinical Development
and Medical Affairs,
EVOFEM BIOSCIENCES

KEY TAKEAWAYS

- **Establish best practices** for engagement with key opinion leaders and advisory board management
- **Differentiate the communication** challenges between medical affairs and commercial functions
- **Identify techniques** to engage with thought leaders with value and key tools
- **Understand key takeaways** for managing thought leader relationships and cross-functional sharing
- **Refine approaches working with healthcare** quality leader to cultivate relationships



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FEATURED SPEAKERS

Dear Colleague,

Life science organizations engage key opinion leaders during the early drug development process and postmarket to provide advocacy. Activity and marketing feedback are essential components for marketers and medical staff throughout the life cycle of a specific drug, device, or product. It is imperative for pharmaceutical companies to search for the most effective and efficient ways to manage collaboration with those who conduct research, write articles, or speak on their behalf, relationship management with KOLs has developed as an individual business discipline.

As engagement is crucial within a KOL engagement and relationship, the level of engagement can depend on each relationship. Physicians may have different interests and expectations, which can decimate the interaction and continued engagement among certain KOLs. Directly understanding the KOLs unique needs, patient audiences and channels can help maintain a trusted relationship about their interests and expectations during the early product development, launch process, and postmarket and can successfully center the product offers individually to the KOLs patients.

At ExL's **10th KOL/Thought Leader Engagement and Advisory Boards Summit**, attendees will be provided with valuable insights about leading strategies to ensure the success of your medical affairs team and advanced medical science communications by compliantly engaging with KOLs. Join our esteemed faculty as they map out key takeaways and strategies for KOL management, engagement, and identification.

I look forward to welcoming you to Philadelphia in June!

Sincerely,

Jenna Castellano

Jenna Castellano
Conference Production Director
ExL Events, a division of Questex, LLC

VENUE INFORMATION:

The Inn at Penn, a Hilton Hotel
3600 Sansom St. / Philadelphia, PA 19104

To make reservations, guests can call 215-823-6240 and request the negotiated rate for **ExL's June Meetings**. You may also make reservations, online using the following weblink: <https://bit.ly/2T48HJT>. The group rate is available until **May 28, 2019**. Please book your room early, as rooms available at this rate are limited.

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WHO SHOULD ATTEND:

This conference is designed for representatives from pharmaceutical, biotechnology, and medical device companies with responsibilities in the following areas:

- KOL Relationship Management/Development
- Opinion/Thought Leader Relations
- Medical Science Liaison
- External Engagement
- Sales/Commercial Operations/Marketing
- Brand/Portfolio Management
- Brand/Product Commercialization /Commercialization
- Commercial/Marketing Strategy
- Medical and Professional Affairs/Strategy
- Medical and Professional Education
- Scientific/Medical Communication, Relations and Affairs
- Advisory Board Management
- Speaker Bureau Training/Management
- Speaker Programs
- Stakeholder Relations/Outreach
- Medical Publications
- Physician Education/Outreach

This conference is also of interest to:

- KOL Technology/Software Providers
- KOL Identification and Mapping Services
- Digital Advisory Board Service Providers

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Interested in spreading the word about your organization's solutions and services to potential clients attending this event? Take advantage of the opportunity to exhibit, underwrite an educational session, host a networking event or distribute promotional items to attendees. ExL Events will work closely with you to customize a package that will suit all of your needs. **To learn more about these opportunities, please contact Michael Williams, Business Development Manager, at 917.258.8586 or mwilliams@exlevents.com.**

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8:00 **Registration and Continental Breakfast**

8:45 **Chairperson's Opening Remarks**
Kevin Apparetti, *Senior Director, Global MSL, PHILIPS HEALTHCARE*

9:00 **The Time Lapse of KOL Identification in the Evolving Healthcare Industry**

- Address challenges in the medical affairs department on the different classifications of KOLs
- Explore the different terminology for KOLs such as thought leaders or key account managers
- Examine the teams of medical affairs that can divide KOLs into covering different areas and specific commercialized markets

Robert Geller, *Vice President, Medical Affairs, HERON THERAPEUTICS*

9:45 **KOL Engagement, The Before, During and After**

- Examine crucial corporate assessments and processes organizations should undertake prior to KOL planning
- Understanding new approaches to building platform KOL engagement across a disease state
- Discuss potential role and impact for Digital Opinion Influencers (DOI)
- Exploring new tools that can amplify KOL engagement beyond advisory boards or congresses

Trina Stonner, RN, MSN, *President, AVANT HEALTHCARE*

10:30 **Networking Break**

11:00 **Coordinate Communications With KOLs**

- Identifying ownership for particular lines of communication with KOLs
- Navigating inter- and intradepartmental challenges
- Maintaining key role for field team(s) in a changing territorial environment

Bob Numerof, *VP Medical Affairs, RIGEL PHARMACEUTICALS*

12:00 **Luncheon**

1:00 **Tomorrow's Medical Affairs Today: Effectively Engaging Key Thought Leaders – 2020 and Beyond**

- See the results of a recent survey conducted by the ACMA which sheds light on what KOLs want from medical affairs professionals
- Compare and contrast the evolving influence of the stakeholder pool and what it means for medical affairs
- Is the standardization of core competencies important in medical affairs?
- What tools will medical affairs professionals need to be effective?

William Soliman, *President, Chairman of the Board, ACMA*

1:45 **Optimize Stakeholder Engagement Programs With Online Discussion Platforms**

- Look at modern and emerging venues for engaging stakeholders and removing communication barriers
- Learn trends and tips on how to maximize program results through digital avenues
- Delve into case studies and key examples of recent innovations within varying size programs

Lance Hill, *CEO, WITHIN3*

2:30 **Networking Break**

3:00 **MSL As the Valued and Credible Asset to the Payer and Provider Community – Develop and Maintain Relationships With KOLs**

- Address key takeaways of building basic relationships
- The importance of the following up and following through strategy
- Understand “what you do” vs. “what you can do” and where your KOL can collaborate within your organization

Howard Berkowitz, *Respiratory and Immunology, MSL, U.S. Field-Based Medical Affairs, SANOFI GENZYME*

3:45 **Enhance Commercial KOL Engagement**

- Address “campaign-based” and “always-on” strategies for KOL collaborations
- Explore the increase of KOLs use of social media platforms
- Understand the characteristics for a KOL when incorporating them into marketing strategies

Christopher Alfieri, *Thought Leader Liaison, EMD SERONO*

4:15 **Day One Concludes**



TESTIMONIALS

“Loved the sessions provided; they directly aligned with my role and useful information for me to take back.”

—Key Customer Engagement, **ACTELION**

“Enlightening, new information, excellent presentations and networking opportunities.”

—Executive Director, **AVANT HEALTHCARE**

8:00	Continental Breakfast	1:30	<p>Bridge the Gap Between Clinical Development and Medical Affairs in Comparison to Big and Small Pharma Companies</p> <ul style="list-style-type: none"> • Discuss the benefits and differences of MSL field work from pre-launch to phase-three clinical development • Understand the importance of relationships with both clinical development and medical affairs side • Ask the appropriate questions beyond advocacy and safety from the medical affairs point of view <p>Brandi Howard, Senior Vice President, Global Clinical Development and Medical Affairs, EVOFEM BIOSCIENCES</p>
8:45	<p>Chairperson's Recap of Day One</p> <p>Kevin Apparetti, Senior Director, Global MSL, PHILIPS HEALTHCARE</p>		
9:00	<p>Enhance Medical Insights Through Commercialization and Advocacy</p> <ul style="list-style-type: none"> • Maintain and build relationships and partnerships with regional thought leaders • Understand market insights, analytics, and solutions to a physician's evaluation of a given therapy • Identify and learn how to get the best value of advisory boards <p>David Allred, Senior Thought Leader Liaison, GENENTECH</p>	2:15	<p>Setting up for Success when Hiring MSLs</p> <ul style="list-style-type: none"> • Understand the differences between and importance of business and scientific acumen • How to recognize Emotional Intelligence in MSL candidates - and why it matters • Developing the MSL "trifecta" <p>Bryan Bischel, Executive Director, Medical Affairs, NOTAL VISION</p>
9:45	<p>Develop a Successful Fair Market Value Strategy Through Benchmarking</p> <ul style="list-style-type: none"> • Establish standards for common activities from product training to advisory boards • Understand a successful KOL tiering model based off of objectivity, flexibility, and simplicity to promote a transparent process • Create and maintain KOL relationship management through data segmentation 	2:45	<p>KOL Engagement Through an Academic Cardiologist's Standpoint</p> <ul style="list-style-type: none"> • Understand the benefits of industry relationships and the growth of administrators in the healthcare industry • Explore the good, the bad and the ugly of engagement technique and strategic utilization • Dive deeper into advisory functions to review industry needs and objectives <p>Peter Kowey, M.D., FACC, FHRS, FAHA, Professor of Medicine and Clinical Pharmacology, JEFFERSON MEDICAL COLLEGE; The William Wikoff Smith Chair in Cardiovascular Research, LANKENAU HOSPITAL AND MEDICAL RESEARCH CENTER</p>
10:30	Networking Break		
11:00	<p>Medical Affairs and Thought Leader perspectives on Successful Advisory Board Execution</p> <ul style="list-style-type: none"> • Identify objectives through close partnership with internal stakeholders • Collaborate with Field Medical teams to identify advisers based on objectives of the advisory board; adviser selection is key to a successful meeting • Work with faculty to enhance discussion and gain deeper clinical perspective <p>Daniel Jones, Senior Medical Director, EMD SERONO</p>	3:30	Networking Break
11:45	<p>Understanding the Clinical Trails Perspective and KOL Development</p> <ul style="list-style-type: none"> • Managing and tying in medical affairs to effectively run clinical trials • Improve KOL engagement through advisory boards and research collaborations • Develop marketing strategies to ensure medical device success <p>Deanine Halliman, Director, North American Medical Affairs, ELEKTA</p>	4:00	<p>CASE STUDY: Discuss How to Manage Relationships With Innovative CRM Tools</p> <ul style="list-style-type: none"> • Explore how CRM tools help connect, document, and track your KOLs in one centralized location • A simple model to build value, one step at a time. • Understanding the MSL role that plays an important part in managing the delivery of value to the KOL • How CRM can help with monitoring KPIs and KEIs <p>Kevin Apparetti, Senior Director Medical Science Liaison, PHILLIPS HEALTHCARE</p>
12:30	Luncheon	4:45	Conference Concludes

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