

e<sup>x</sup>l 9th  
pharma

# KOL Thought Leadership and Engagement Summit

Leverage Thought Leader Engagement to Deliver Patient-Centric Outcomes

June 11-12, 2018 | Sonesta Philadelphia, Rittenhouse Square | Philadelphia, PA

## FEATURED CASE STUDIES

Close the Loop With KOLs to Create and Sustain Lasting Relationships



**Kevin Appareti,**  
Senior Director, Global MSL,  
**PHILIPS**

Medical Affairs Competencies and Effectively Engaging KOLs – What Tools Does an Effective Medical Affairs Professional Need for the Future?



**William Soliman,**  
Executive Chair,  
**ACMA**

Smart KOL Engagement in the New Medical Affairs Operating Model: Moving From an Opinion- to an Evidence-Based KOL Strategy



**Usman Iqbal,**  
Senior Director, Medical Affairs and HEOR,  
**TREVENA**

Sponsored By

**IBM Watson Health**  
**Lockwood Withing**

## Additional Featured Speakers



**Gail Rosen Spahn,**  
Senior Director, Medical Sciences,  
**XENOPORT, INC**



**Chijioke O. Madugwulike,**  
Senior Manager, Clinical and Health Economics Outcomes Research,  
**OSIRIS THERAPEUTICS, INC**



**Pamela Appel,**  
Director, Strategic Support and External Engagement, Global Clinical Development and Medical Affairs,  
**PFIZER**



**Allison Trucillo,**  
Regional Director, MSL,  
**INSMED INCORPORATED**



**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**

Dear Colleague,

It is imperative for life science organizations to differentiate themselves from their competitors in the marketplace while aligning company objectives across their internal organization. Effectively communicating the benefits of a product to KOLs and external stakeholders is an integral part of maximizing the commercial potential of a product. Therefore, it is important to plan and develop an approach to identify relevant and effective KOLs, understand their needs and interests, and the audiences to create a sustainable and valuable relationship for both parties.

As the healthcare landscape continues to shift from opinion-based to evidence-based medicine, it is essential for pharmaceutical and medical device companies to develop best practices to build a strong brand strategy that aligns with an organization's objectives, while also delivering patient-centric outcomes.

The 9th KOL Thought Leadership and Engagement Summit will provide attendees with valuable insights that engage traditional and non-traditional KOLs, and discuss the priorities and motivating factors for patient groups, payers and managed care organizations. Join our esteemed faculty as they share disruptive techniques for attracting external stakeholders in meaningful ways and discuss strategies for commercial and medical groups to work together while maintaining compliance and delivering patient-centric outcomes.



## VENUE INFORMATION

### Sonesta Philadelphia Rittenhouse Square

1800 Market Street | Philadelphia, PA 19103

To make reservations, please call 1-800-SONESTA (766-3782) and request the negotiated rate for **ExL's June Meetings**. You may also make reservations online using the following weblink <http://bit.ly/2C5lp1L>. The group rate is available until **May 21, 2018**. Please book your room early, as rooms available at this rate are limited.

*\*ExL Events is not affiliated with Exhibition Housing Management (EHM)/Exhibitors Housing Services (EHS) or any third-party booking agencies, housing bureaus or travel companies. ExL Events is affiliated with event company Questex, LLC. In the event that an outside party contacts you for any type of hotel or travel arrangements, please disregard these solicitations and kindly email us at [info@exlevents.com](mailto:info@exlevents.com). ExL has not authorized these companies to contact you and we do not verify the legitimacy of the services or rates offered. Please book your guest rooms through ExL's reserved guest room block using the details provided.*

## 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
- Commercial Operations
- Franchise/Business Unit/Therapeutic Area Management
- Brand/Portfolio Management
- Brand/Product 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
- Professional Education/Programs
- Global Relations
- Compliance, Legal and Regulatory
- CRM Systems
- External Affairs
- Stakeholder Relations/Outreach
- Medical Publications
- Physician Education/Outreach
- Promotional Regulatory Affairs
- Government Relations/Affairs

## This conference is also of interest to

- KOL Technology/Software Providers
- KOL Identification and Mapping Services
- KOL Management, Social Network Analysis (SNA) or KOL Identifiers
- Communication and Public Speaking Bureaus
- Digital Advisory Board Service Providers
- Conferencing Software Providers
- Law Firms
- Aggregate Spend

8:00 Registration and Continental Breakfast

9:00 Chairperson's Welcome and Opening Remarks

9:15 **Create Medical Insights Through Thought Leader Engagement**

- Understand how and why to work with thought leaders to generate medical insights
- Develop strategic ways of working with thought leaders to generate insights
- Learn how to get the best value out of advisory boards

*Pamela Appel, Director, Strategic Support and External Engagement, KOL Relations, PFIZER*

10:00 **An Innovative Way to Establish a KOL Database**

- Compare and contrast various ways to build a KOL database
- Explore various methods to source names for the KOL database
- Propose and discuss various classifications of KOLs, both traditional and nontraditional

*Gail Spahn, Executive Director, Scientific Affairs, ACELRX*

10:45 Networking Break

11:15 **An Academic Cardiologist's Perspective on How to Make Industry Consultation Work the Best**

- Understand the perspective of a clinical scientist who is interested in improving a therapeutic area
- Review industry objectives and needs, and how they can be fulfilled
- List the top ten issues that make the advisory relationship work best
- Review the most important issues in strategic utilization and consultant engagement

*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*

12:00 **Tools and Technology to Leverage and Profile KOLs**

- Insight into identifying KOLs, matching them to online channels to ensure uptake and integrating interactive media with marketing messages
- Discuss how social media voices are changing how pharma views online marketing
- Analyze how digital content and delivery of marketing messages are evolving

**MODERATOR:**  
*Milijana Drobnjak, Regional Director of Sales, GILEAD SCIENCES*

**PANELISTS:**  
*Natalia Borinshteyn, President, LIFE SCIENCE EXCELLENCE INC.*

KEYNOTE SESSION

PANEL DISCUSSION

12:45 Luncheon

1:45 **Closing the Loop With KOLs for Strong and Sustained Relationships**

- Defining value propositions with KOL relationships to build collaborative interactions
- Develop clear expectations and objectives upfront to drive a successful set of engagements
- Follow-up is a key step in the KOL relationship that will benefit all
- Managing relationships and follow-up in an ever-changing environment

*Kevin Appareti, Senior Director, Global MSL, PHILIPS HEALTHCARE*

2:30 **Session Sponsored by Within3**

3:15 Networking Break

3:45 **Medical Affairs Competencies and Effectively Engaging KOLs – What Tools Does an Effective Medical Affairs Professional Need for the Future?**

- Learn how the evolving healthcare landscape will dramatically shape how companies engage KOLs
- Understand the tools that an effective medical affairs team needs to effectively engage KOLs
- Learn about the role of predictive analytics in improving KOL engagement

*William Soliman, Executive Chair, ACMA*

4:15 **Session Sponsored by Truven Health Analytics, IBM Watson Health**

5:15 **Smart KOL Engagement in the New Medical Affairs Operating Model: Moving From an Opinion- to an Evidence-Based KOL Strategy**

- Align the KOL engagement strategy with evidence and confidence imperatives
- Map a broad stakeholder landscape entailing 3P (providers, payers and patient) centered KOL entities
- Leverage digital technology to objectively evaluate "KOL Value" out of a complex interplay of a multitude of factors
- Nail KOL profiling through big data analytics, influence mapping and network analyses, and have the decision confidence to approach the right KOLs beforehand
- Use of virtual platforms for conducting advisory boards and gaining regular insights throughout the product life cycle
- Establish scientific partnerships through digital avenues and maximize real-world patient impact

*Usman Iqbal, Senior Director, Medical Affairs and HEOR, TREVENA*

6:00 Day One Concludes

CASE STUDY

CASE STUDY

8:00 Continental Breakfast

8:45 Chairperson's Recap of Day One

9:00 **Thought Leader Perspectives on Advisory Board Processes**

- Hear from thought leaders about previous and current advisory board participation in order to craft an engagement strategy
- Compare digital and in-person meeting formats and highlight preferences
- Discuss regulatory and compliance matters, such as the Sunshine Act, and gauge thought leaders' understanding

PANEL DISCUSSION

**MODERATOR:**

**Larry Kaiser, M.D., FACS**, *President and Chief Executive Officer, Dean of the Medical School, TEMPLE UNIVERSITY HEALTH SYSTEM*

**PANELISTS:**

**Leslie Bloom**, *Director, Scientific Education and Patient Advocacy, JOHNSON AND JOHNSON*

**Natalia Borinshteyn**, *President, LIFE SCIENCE EXCELLENCE INC.*

9:45 **Build Global Ad Boards From the Ground Up to Expand New Areas of Your Company**

- Measure the impact of advisory boards and speaker programs
- Develop a strategic plan for working with HCPs
- Align your plan to support business objectives

**Allison Trucillo**, *Associate Director, Medical Science Liaison, INSMED*

10:30 Networking Break

11:00 **Understand the New Role of Medical Affairs in the Evolving Healthcare Landscape**

- Outline how healthcare ecosystems are evolving to include many more stakeholders that influence treatment decisions
- Examine how new stakeholders are acquiring more influence over treatment decision-making
- Find new stakeholder partnerships to ensure manufacturers remain relevant in this new ecosystem

**Brandi Howard**, *VP, Global Clinical Development and Medical Affairs, Innovative Women's Healthcare Solutions, Amphora, EVOFEM BIOSCIENCES*

11:45 **Embrace KOL Feedback and Criticism**

- Discuss opportunities and challenges that are not favorable to the company
- Determine how to digest key insights from KOLs
- Report key findings and ideas

**Welton O'Neal**, *Head of Medical Affairs, SUPERNUS PHARMACEUTICALS*

12:30 **Patient Care in a Payer-Driven World: A Look at the Union of Clinical and Health-Economic Outcomes Research**

- The Quintessential World: Driven by the view of clinicians, scientists and clinical trial professionals
- The Real World: Driven by the view of payers and insurance companies
- The New World: Understanding where and how these two worlds meet

**Chijioke O. Madugwulike**, *Senior Manager, Clinical and Health Economics Outcomes Research, OSIRIS THERAPEUTICS, INC*

1:15 Luncheon

2:15 **Address Key Performance Indicators to Evaluate Thought Leader Engagements and Demonstrate MSL Value**

- Examine how field teams perceive metrics and KPIs as a lack of confidence from senior leadership
- Identify common mistakes that stem from tracking activities that don't provide value or lacking processes to effectively capture meaningful activities
- Explore the use of tools and face-to-face, collaborative meetings with different functions

**MODERATOR:**

**Kevin Appareti**, *Senior Director, Global MSL, PHILIPS HEALTHCARE*

**PANELISTS:**

**Allison Trucillo**, *Associate Director, Medical Science Liaison, INSMED*

**Natalia Borinshteyn**, *President, LIFE SCIENCE EXCELLENCE INC.*

PANEL DISCUSSION

3:00 **Use of KOLs for Training and Education Programs**

- Implement information gained from thought leaders into internal operations
- Hear about the differences in KOL interactions with pharma and medical device industries
- Utilize the level of collaborations with physicians to contract for training and educational programs

**Vicki L. Fisher**, *Director, Operations and Training, Medical Affairs, JAZZ PHARMACEUTICALS*

3:45 **Ensure Compliance Throughout the Engagement Process of Thought Leader Activities**

- Understand common compliance issues when contracting thought leaders and develop a mitigation plan
- Implement a monitoring program throughout the management process
- Review the role and value of a compliance representative's presence

**Joshua Corriveau**, *Medical Science Liaison, Dermatology/ Rheumatology, NOVARTIS*

4:30 Conference Concludes

## Registration Fees for Attending ExL's 9th KOL Thought Leadership and Engagement Summit

<b>EARLY BIRD PRICING</b> — Register by Friday, April 27, 2018	\$1,895
<b>STANDARD PRICING</b> — Register After Friday, April 27, 2018	\$2,095
<b>ONSITE PRICING</b>	\$2,295

### Group Discount Program

#### Save 25% per person when registering four

For every three simultaneous registrations from your company, you will receive a fourth complimentary registration to the program (must register four at one time). This is a savings of 25% per person.

#### Save 15% per person when registering three

Can only send three? You can still save 15% off every registration.

*Offers may not be combined. Early Bird rates do not apply. To find out more about how you can take advantage of these group discounts, please call contact our offices at (201) 871-0474.*

### Media Partners



**TERMS AND CONDITIONS:** By registering for an ExL Events ("ExL") event, you agree to the following set of terms and conditions listed below:

**REGISTRATION FEE:** The fee includes the conference, all program materials, and designated continental breakfasts, lunches and refreshments.

**PAYMENT:** Please make checks payable to: "PMA" You may also use Visa, MasterCard, Discover or American Express. Payments must be received in full by the conference date. Any discount applied cannot be combined with any other offer and must be paid in full at the time of order. Parties must be employed by the same organization and register simultaneously to realize group discount pricing options.

**\*\*Please Note:** There will be an administrative charge of \$300 to substitute, exchange and/or replace attendance badges with a colleague within five business days of any ExL conference.\*\*

**CANCELLATION AND REFUND POLICY:** If you cancel your registration for an upcoming ExL event, the following policies apply, derived from the Start Date of the event:

- Four weeks or more: A full refund (minus a \$295 processing fee) or a voucher to another ExL event valid for 12 months from the voucher issue date.
- Less than four weeks: A voucher to another ExL event valid for 12 months from the voucher issue date.
- Five days or less: A voucher (minus a \$395 processing and documentation fee) to another ExL event valid for 12 months from the voucher issue date.

To receive a refund or voucher, please **contact our offices at (201) 871-0474.**

**CREDIT VOUCHERS:** Credit vouchers are valid for 12 months from date of issue. Credit vouchers are valid toward one (1) ExL event of equal or lesser value. If the full amount of said voucher is not used at time of registration, any remaining balance is not applicable now or in the future. Once a credit voucher has been applied toward a future event, changes cannot be made. In the event of cancellation on the attendees' behalf, the credit voucher will no longer be valid.

ExL Events does not and is not obligated to provide a credit voucher to registered attendee(s) who do not attend the event they registered for unless written notice of intent to cancel is received and confirmed prior to the commencement of the event.

**SUBSTITUTION CHARGES:** There will be an administrative charge of \$300 to substitute, exchange and/or replace attendee badges with a colleague occurring within five business days of the conference.

ExL Events reserves the right to cancel any conference it deems necessary and will not be responsible for airfare, hotel or any other expenses incurred by registrants.

ExL Events' liability is limited to the conference registration fee in the event of a cancellation and does not include changes in program date, content, speakers and/or venue.

\*The opinions of ExL's conference speakers do not necessarily reflect those of the companies they represent, nor ExL Events.

Please Note: Speakers and agenda are subject to change without notice. In the event of a speaker cancellation, significant effort to find a suitable replacement will be made. The content in ExL slide presentations, including news, data, advertisements and other information, is provided by ExL's designated speakers and is designed for informational purposes for its attendees. It is NOT INTENDED for purposes of copywriting or redistribution to other outlets without the express written permission of ExL's designated speaking parties. Neither ExL nor its content providers and/or speakers and attendees shall be liable for any errors, inaccuracies or delays in content, or for any actions taken in reliance thereon. EXL EVENTS EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESSED OR IMPLIED, AS TO THE ACCURACY OF ANY CONTENT PROVIDED, OR AS TO THE FITNESS OF THE INFORMATION FOR ANY PURPOSE. Although ExL makes reasonable efforts to obtain reliable content from third parties, ExL does not guarantee the accuracy of, or endorse the views or opinions given by any third-party content provider. ExL presentations may point to other websites that may be of interest to you, however ExL does not endorse or take responsibility for the content on such other sites.

Please make checks payable to: "PMA"

YES! Register me for this conference!

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Dept.: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Method of Payment:  Check  Credit Card

Please make checks payable to: "PMA"

Card Type:  MasterCard  Visa  Discover  AMEX

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**REGISTRATION**  
*to register [CLICK HERE](#) or*

**Call: 201 871 0474**  
**fax: 253 663 7224**  
**email: [register@pmaconference.com](mailto:register@pmaconference.com)**  
**web: <http://pmaconference.com/>**  
**Mail: POB 2303 Falls Church Va 22042**

June 11-12, 2018 | Sonesta Philadelphia, Rittenhouse Square | Philadelphia, PA

e<sup>x</sup> 9th  
pharma

# KOL Thought Leadership and Engagement Summit

*Leverage Thought Leader Engagement to Deliver Patient-Centric Outcomes*

## FEATURED CASE STUDIES

**Close the Loop With KOLs to Create and Sustain Lasting Relationships**



**Kevin Appareti,**  
Senior Director,  
Global MSL,  
**PHILIPS**

**Medical Affairs Competencies and Effectively Engaging KOLs – What Tools Does an Effective Medical Affairs Professional Need for the Future**



**William Soliman,**  
Executive Chair,  
**ACMA**

**Smart KOL Engagement in the New Medical Affairs Operating Model: Moving From an Opinion- to an Evidence-Based KOL Strategy**



**Usman Iqbal,**  
Senior Director, Medical  
Affairs and HEOR,  
**TREVENA**