

4TH KOL & ADVANCED PRACTICE PROVIDER ENGAGEMENT FORUM

Find the Platforms, Partners, and Management Techniques to Establish Long-Term Relationships, Track Engagements, and Broaden Therapeutic Uptake, Track Engagements, and Maintain Cross-Functional Outreach.



Sonish Azam
Senior Medical Science Liaison, Oncology

KYOWA KIRIN



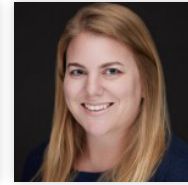
Bryan Bischel
Field Director, Medical Science Liaisons, East Region Eye Care

ABBVIE



Adeola Davis
Director of Learning and Development, Medical Affairs

ACADIA PHARMACEUTICALS



Haley Debarge
Manager of KOL Society and Engagement

VERTOS MEDICAL



Joyce Freehling
Market Access Dr. National Clinical Science Liaison

INSULET



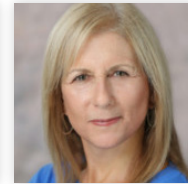
Christina Heslip
Global HCP & Government Official Bureau OP and Brand Engagement

ILLUMINA



Vai Katkade
Global Head, Immunology Medical Affairs

CSL BEHRING



Heidi Katz
Associate Director, Marketing Operations

LEO PHARMA



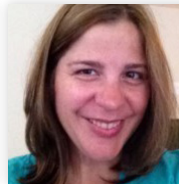
Lance Lewis
Senior Director, Field Medical Affairs

CORIUM



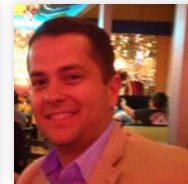
Scott McConnell
Medical Affairs Clinical Consultant

XILIO THERAPEUTICS



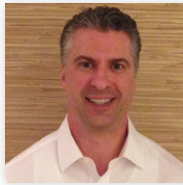
Erika Mitchell
Medical Science Liaison, US Medical Affairs (Neurology & Immunology)

EMD SERONO



Adrian Nanez
Senior Medical Science Liaison (Solid Tumors)

SERVIER



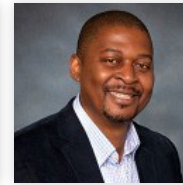
Greg Orlick
Associate Market Development and Thought Leader Management Director

SPRINGWORKS THERAPEUTICS



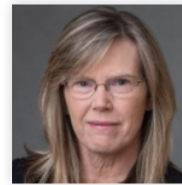
Teresa Patel
Field Medical Lead

AMLYX PHARMACEUTICALS



Renadin Siagat
Medical Science Liaison, Mid-Atlantic

INTERCEPT PHARMACEUTICALS



Christy Smith
Director, NA Oncology MSL Team

KYOWA KIRIN



Vinay Tharayil
Associate Director, Field Medical Excellence

ASTELLAS

ALL-NEW INSIGHTS ON YOUR BIGGEST OUTREACH AND ENGAGEMENT CHALLENGES!

- Build the Smoothly Functioning In-House Rapport Necessary for Better KOL/APP Outreach
- Recognize Best Practices to Keep Relationships Strong Long Term
- Avoid Redundant or Conflicting Outreach by Presenting as One Synergistic Team
- Bringing Artificial Intelligence to the Forefront
- Engaging Digital Opinion Leaders as a Cross-Functional Team

KOLs and APPs can be the driving force behind therapeutic success, if effectively selected and managed by company stakeholders. Modern research shows that taking a cross-functional approach to engaging these experts is best. Therefore, teams require direction on the optimal approaches for compliant cross-functional engagement.

DGE is proud to invite you to attend its **4th KOL & Advanced Practice Provider Engagement Forum**. This year, because YOU demanded it, our agenda incorporates outreach to Nurse Practitioners and Physician Assistants who are essential for product information in the clinical setting.

Join us April 29–30th in Philadelphia for a unique learning and networking opportunity about your biggest challenges, including:

- Identifying the best expert for specific needs
- Maintaining contact during slow periods
- Engaging KOLs at medical congresses
- Navigating different compliance rules for NPs and PAs
- Building synergy of cross-functional KOL, NP, and PA engagement
- Understanding omnichannel engagement
- Engaging digital opinion leaders (DOLs)
- Leveraging AI effectively

WHO ATTENDS

- KOL Management and Engagement
- Medical Science Liaisons
- Medical Affairs
- Medical Education
- Field Medical
- Medical Excellence
- Brand/Portfolio Managers
- Commercialization
- Global Relations
- Marketing
- Medical Publications
- Advisory Boards
- Scientific Communication/Affairs
- External Engagement
- Speaker Bureau Training/Management
- Promotional Regulatory Affairs
- KOL Technology Providers

8:00 AM **Registration**

8:50 AM **Chairperson's Opening Remarks**

GUIDANCE ON BUILDING A CROSS-FUNCTIONAL POWERHOUSE

9:00 AM **Navigate the Most Up-to-Date Techniques in Leader Mapping**

Over the next decade, there is projected to be a 12.5% growth in the KOL market, transforming KOL engagement from a \$65 billion to a \$211 billion enterprise. To capitalize on this opportunity, you need state-of-the-art mapping that provides a clear picture of who the expert is, where their expertise lies, and how many people in your target audience you can potentially reach through KOLs' followership. What are the best tactics for KOL mapping?

- Learn today's strategies for KOL mapping
 - Hear about key initiatives being implemented at the world's top companies
 - Leave customer relationship management to the sales teams
- Sonish Azam, Senior Medical Science Liaison, Oncology, **KYOWA KIRIN**

9:45 AM **Build the Smoothly-Functioning In-House Rapport Necessary for Better KOL Outreach**

Only 36% of medical science liaisons confirm that their companies carry out cross-functional KOL engagement. Success in KOL engagement is largely dependent on the strength of a company's internal operations. How do you cultivate a rapport between a medical affairs liaison and a marketing specialist?

- Get tips for starting internal conversations that strengthen interdepartmental ties
 - Learn to limit internal problems that impact the KOL experience
 - Utilize internal relationships for the betterment of engagement efforts
- Christina Heslip, Global HCP & Government Official Bureau Ops and Brand Engagement, **ILLUMINA**

10:30 AM **Networking Break**

11:00 AM **PANEL: Avoid Redundant or Conflicting Outreach by Presenting As One Synergistic Team**

KOLs work with multiple departments within a company, communication with all departments is imperative to meet the overarching company goals, but simplicity is necessary so the KOLs always feel their involvement is worthwhile and manageable. With compliance in mind, how can teams work synergistically to engage KOLs for their different activities?

- Recognize how KOL demands will differ across teams
 - Hear the pitfalls of cross-function KOL engagement
 - Successfully create interdepartmental synergy to improve your KOL engagement
- Christina Heslip, Global HCP & Government Official Bureau Ops and Brand Engagement, **ILLUMINA**

Christy Smith, Director, NA Oncology Msl Team, **KYOWA KIRIN**
Joyce Freehling, Market Access Sr. National Clinical Science Liaison, **INSULET**
Haley Debarge, Manager of KOL and Society Engagement, **VERTOS MEDICAL**

11:45 AM **Segment Target Audiences Based on the Influencer**

From a medical affairs perspective, return on investment will be strongly shaped by how well KOLs, NPs, and PAs involve your products in their specific therapeutic spaces. The targeting of these experts should be just as specific. How can segmenting the target audience help you fine-tune your engagement?

- Develop an understanding of clinician influence type and when to utilize it
 - Master the science of strategic audience categorization
 - Learn when and how to apply segmentation to select the appropriate KOLs
- Heidi Katz, Associate Director, Marketing Operations, **LEO PHARMA**

12:30 PM **Lunch**

1:45 PM **PANEL: Timing is Everything – Keeping APP Roles in the Clinic**

Shorter trial design timelines, and more streamlined flow of product information to patients are two ways advanced practice providers excel in the KOL role. Both NPs and PAs can be well-known and highly respected in their clinical environments, well able to influence patient groups. What are the best instances to select NPs and PAs as KOLs?

- Understand the unique abilities of NPs and PAs
- Organize your company, brand, or product information around each expert
- Lead your company into the future of KOL engagement with the most suitable influencers

Christy Smith, Director, NA Oncology MSL Team, **KYOWA KIRIN**
Greg Orlick, Associate Market Development and Thought Leader Engagement Director, **SPRINGWORKS THERAPEUTICS**

2:30 PM **Engagement Strategy to Acquaint or Reacquaint KOLs with Your Company**

On the heels of the COVID-19 pandemic, professionals still struggle to re-engage KOLs whose companies limited their travel and activity during the pandemic. Each KOL has different needs and expectations when working with pharmaceutical, biotechnology, and/or medical device companies. What are the centralized recommendations for KOL re-engagement?

- Identify the unique needs of KOLs, Ns, and PAs as it relates to company relationships
- Learn fail-proof re-engagement tactics
- Gather the latest recommendations for KOL engagement directly from peers

Adrian Nanez, Senior Medical Science Liaison (Solid Tumor), Medical Affairs, **SERVIER**

3:15 PM **Break**

3:45 PM **Changing Rules, Changing Approaches**

Industry regulators are consistently making updates to improve the way companies operate fairly. What are the most important skills and habits you need for the required change management?

- Receive examples of recent changes impacting professionals and how they work through them
 - Spotlight how to make KOL engagement easier
 - Takeaway ideas for quickly pivoting in the ever-changing field
- Renadin Siagat, Medical Science Liaison, Mid-Atlantic, **INTERCEPT PHARMACEUTICALS**

4:30 PM **PANEL: Recognize Best Practice to Keep Relationships Strong in the Long-Term**

Experience with KOL engagement varies depending on one's job function and the tasks KOLs are required to carry out. A lasting and mutually beneficial relationship does not look the same for medical affairs professionals as it does for marketing or sales professionals. What are the experiences of other professionals and how can the experiences be referenced for future work?

- Hear what makes the difference between successful early outreach and long-term maintenance
- Recognize the key threshold points in a relationship
- Intertwine their career with yours

Adeola Davis, Director, Medical Affairs Learning & Development, **ACADIA PHARMACEUTICALS**
Scott McConnell, Medical Affairs Clinical Consultant, **XILIO THERAPEUTICS**
Haley Debarge, Manager of KOL Society and Engagement, **VERTOS MEDICAL**

Day 1 Concludes

8:00 AM **Registration**

8:45 AM **Chairperson's Recap of Day One**

UTILIZING THE CROSS-FUNCTIONAL APPROACH TO ENGAGE KOLS AND APPS IN THE DIGITAL SPHERE

9:00 AM **Compliance for Omnichannel Engagers**

Non-compliance can end a career. Companies face internal challenges with information sharing for KOL engagement purposes, as medical teams are prohibited from introducing sales teams to KOLs and vice versa. These rules make cross-functional KOL engagement quite difficult, but not impossible. How can companies practice cross-functional KOL engagement while remaining compliant?

- Understand the dos and don'ts of information sharing
 - Face the realities of compliance requirements
 - Recognize key warnings signs before compliance breakdowns
- Greg Orlick, Associate Market Development and Thought Leader Engagement Director, **SPRINGWORKS THERAPEUTICS**

9:45 AM **Modify Compliance Strategies for APP Engagement**

There are different rules for engaging with NPs and PAs compared with physicians. Once professionals know the rules, how can they ensure that the entire team is compliant in its engagement with NPs and PAs?

- Realize the similarities and differences in complying with advance practice professional engagement and KOL engagement
- Track and apply recent regulatory updates
- Develop a plan of action for changing directions once updates are announced

Erika Mitchell, Medical Science Liaison, US Medical Affairs (Neurology & Immunology), **EMD SERONO**

10:30 AM **Break**

11:00 AM **PANEL: Set Best Practices for Managing Digital Properties and Bidirectional Engagement**

Most pharma companies have unidirectional communication, encouraging patients to engage through a specific portal. But how do you deal with engagements on public social media with patients and caregivers? Even after years of industry interest, there is no clear best practice for effectively monitoring or controlling complaints or adverse events that are publicly reported.

- Target and tap into known rare disease patient communities on platforms of your choice
- Implement strict governance and control
- Take a clear view of risk tolerances

Lance Lewis, Senior Director, Field Medical Affairs, **CORIUM**
Vinay Tharayil, Associate Director, Field Medical Excellence, **ASTELLAS PHARMA**

11:45 AM **Bring Artificial Intelligence to the Forefront**

Artificial Intelligence (AI) is the most exciting form of technology in every industry. More service providers are developing ways to incorporate AI, thus improving the end-user experience. What are the best AI-based tools to utilize for KOL, NP, and/or PA engagement?

- Focus on the top AI-based solutions
 - Get tips for accessing and analyzing large pools of data related to KOLs
 - Influence AI to help educate and prepare future software
- Vai Katkade, Global Head, Immunology Medical Affairs, **CSL BEHRING**

12:30 PM **Lunch**

1:45 PM **PANEL: Access Digital Spaces to Maintain Old Connections**

Failure to engage KOLs through digital-based social channels is failure to engage the next generation of leaders in pharmaceuticals, biotechnology, and or medical devices. As the favorite KOLs in every therapeutic area continue to retire, new experts are needed. Meeting KOLs where there are does not have to be inconvenient for either party. What are the best ways to approach KOL engagement digitally versus in-person?

- Analyze how peers have seamlessly transferred KOLs from virtual to in-person work
 - Understand the digital channels most important for reaching KOLs in the virtual setting
 - Get tips for altering programs to meet the unique needs of KOLs
- Teresa Patel, Field Medical Lead, **AMYLYX PHARMACEUTICALS**

2:30 PM **Digital Opinion Leaders as a Cross-Functional Team**

The number of experts who operate in digital spaces is expected to increase in 2024. These digital opinion leaders (DOLs) have a similar reach and reputation as KOLs, yet they can offer instant results for companies. DOLs are essential but hard to identify and engage. How can these experts be used to serve multiple functions for a company?

- Leverage internal omnichannel teams to identify DOLs
- Gain knowledge on communicating in the digital sphere
- Bring technology to the core of your modern KOL engagement efforts

Conference Concludes

PRICING

Click Here to Register

<p>EARLY BIRD</p> <p>\$1,796</p> <p>Register by 03/08/2024</p>	<p>STANDARD</p> <p>\$1,996</p> <p>Register after 03/08/2024</p>
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HOTEL INFORMATION



Sonesta Philadelphia Rittenhouse Square
1800 Market Street
Philadelphia, PA 19103, US
+1 215-561-7500

Our special attendee room rate will be available until April 8, 2024.

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In the event that an outside party contact you for any type of hotel or travel arrangements, please disregard these solicitations and kindly email us at info@dgevents.com. DGE 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 DGE's reserved guest room block using the details provided.

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