

1st Club



Club Founder
Dr. Mahmoud Bahgat



Medical Affairs Club

**KOL Management in Pharma
A Complete Guide**

Online zoom

7 pm Egy - 8 pm KSA - 9 pm UAE



Co-Founder & Host:
Dr. Shereef Ibrahim



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Wednesday 15th Jan. 2025

KOLs Management in Pharma

15th of January 2025



Mohamed Abdelhamid Wahba

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- Ex J&J Emerging Markets Medical Education Manager
- 16+ years of experience in Pharma industry across different countries & functions (Medical, Sales & Quality)



Agenda



Introduction to KOLs management



KOLs Identification: Who, Why & How?



KOLs Segmentation



KOLs Engagement

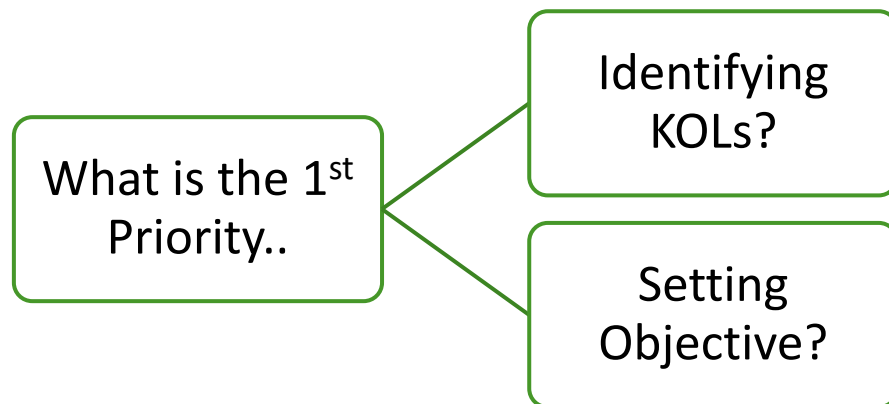


Tips for KOLs communication



What is KOL management?

KOL management is the process of identifying and engaging external experts whose insights you need to collect to guide the development of your pharmaceutical product/ therapeutic area.



Objective	Corresponding KOLs
Education about TA	Prof. A,B,C,.....etc.
Drug of choice	Prof. M,N,O....etc.
Treat Early	Prof. X,Y,Z....etc.



KOLs Identification

Who & Why?

Who are KOLs?

- Key Opinion Leaders (KOLs) are respected **experts** with significant **influence** over healthcare professionals and the medical community due to their **extensive knowledge** in specific therapeutic areas.
- They provide valuable insights on research, treatment options, and industry trends, which can **impact healthcare decisions**, including prescribing practices and clinical guidelines.



KOLs Identification

Criteria for selecting KOLs



Expertise:

- Depth of knowledge in specific therapeutic areas or diseases.
- Academic qualifications, such as advanced degrees or specialized training.
- Contributions to research, publications in peer-reviewed journals, and presentations at conferences.



Influence:

- Recognized authority among peers and the medical community.
- Ability to sway opinions and prescribing behaviors of other healthcare professionals.
- Presence on social media or professional networks, demonstrating reach and engagement.



Reputation:

- Overall credibility and trustworthiness within the medical community.
- History of integrity in research and clinical practice.
- Positive relationships with industry stakeholders and a track record of ethical collaboration.



KOLs Identification

How to identify KOLs?



Conferences and Professional Meetings:

- Attending industry conferences, medical meetings, and symposia to observe speakers and panelists.
- Networking with participants to discover influential figures within specific therapeutic areas.
- Reviewing conference proceedings for recognized experts who present research or lead discussions.



Publications:

- Analyzing peer-reviewed journals to identify authors frequently publishing on relevant topics.
- Tracking citation metrics, such as the number of citations and impact factors, to assess their influence within the field.
- Seeking out those who contribute to significant reviews, editorials, or consensus guidelines.



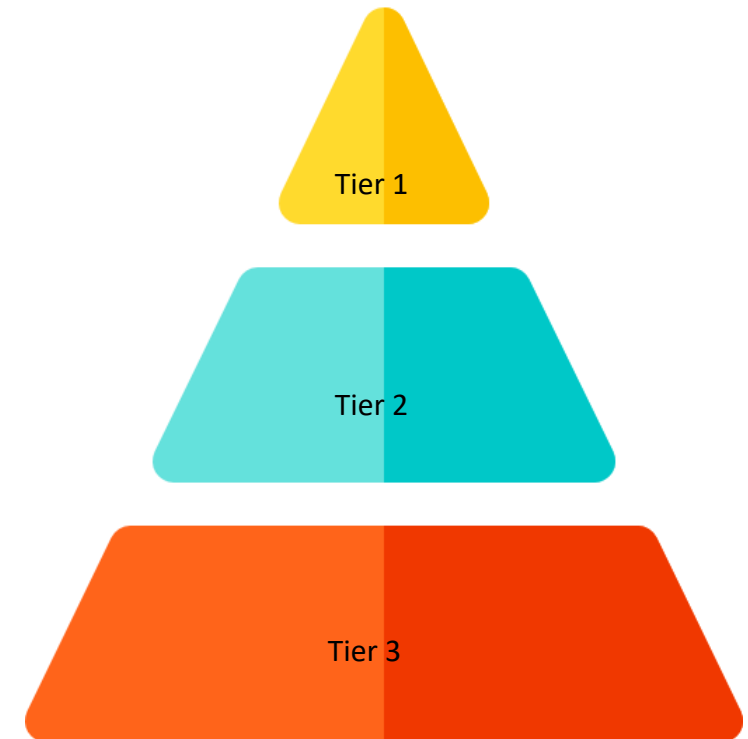
Online Presence:

- Monitoring social media platforms for individuals who engage in discussions related to recent developments in their fields.
- Evaluating online activity, such as blog posts or webinars, which showcase their expertise and reach.
- Using digital tools and databases that aggregate KOL profiles based on their online engagement and thought leadership.



KOLs Segmentation

Rate & categorize your KOLs



KOLs Engagement

Steps of KOLs engagement plan development

Step (1): Aligning the Medical Objectives with the corresponding KOLs

Step (2): Pre-medical interaction planning

Step (3): Insights & discussions

Step (4): Identifying the KOLs Medical Interest

Step (5): Develop the Engagement plan per KOL



KOLs Engagement

Step (1): Aligning the Medical Objectives with the corresponding KOLs

- ✓ Objective must be aligned with brand **medical affairs strategy**.
- ✓ Objective can be aligned with **marketing strategy**.
- ✓ For Example:

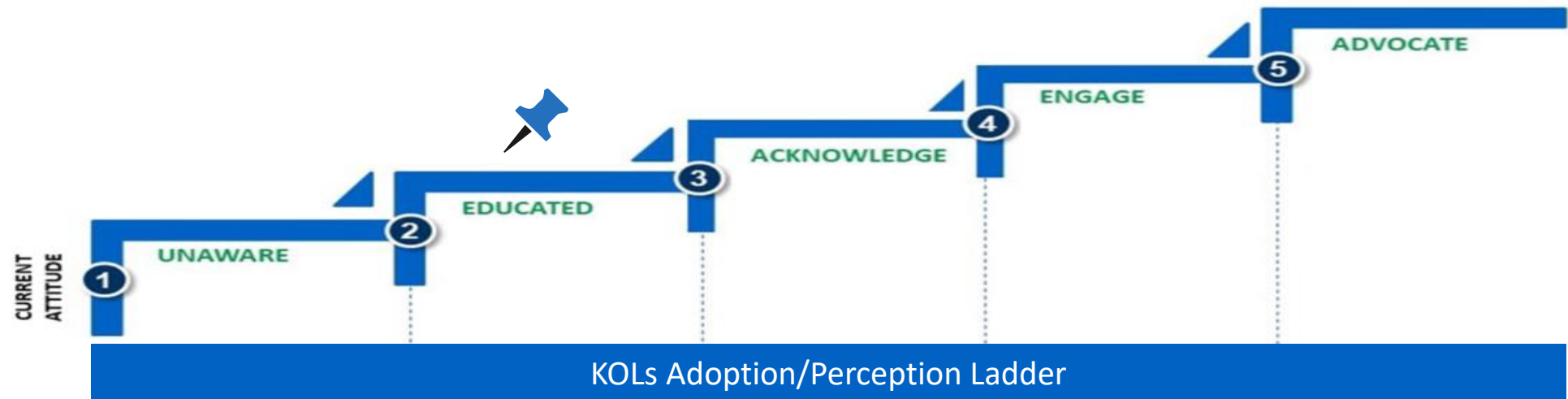
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KOLs Engagement

Step (2): Pre-medical interaction planning

- ✓ Define the current KOL behavior on the TA **Advocacy Ladder**.
- ✓ Set your engagement goal for each KOL on the same advocacy ladder.
- ✓ Each meeting with KOL should have a sub-objective to meet the main medical objective aligned for each KOL.
- ✓ For Example:
 - 1st meeting objective: Introduce yourself and **understand the challenges** facing the KOL with management of certain conditions and his corresponding advocacy.
 - 2nd meeting objective: **Understand the KOLs clinical experience** with your Drug.
 - 3rd meeting objective: Present and discuss one of the most important **trials of your Drug** and understand the KOLs thoughts on the data and how it aligns to their clinical experience.



KOLs Engagement

Step (3): Insights & discussions

Develop **questions and discussion** points that will help you get **valuable insights** & meet each KOL meeting objective including:

- Changes to **guidelines** that impact clinical practice
- General **concerns/needs** of health care professionals in a specific therapeutic area
- **Data gaps** for a Specific drug
- Questions about **managing the disease**.
- **Difference in outcomes** between treatments.
- Insights about which guidelines the KOL follows.
- Patient profiles
- Treatment/Patient Journey

Sample questions to gain insights:

On guidelines:

- Are there any guidelines that YOU prefer in your clinical practice?
- Do YOU think any of the recent updates will impact the PRACTICE AND PATIENTS' EXPERIENCE in treating condition X? and how?

On a specific drug:

- Which PATIENT profiles do YOU think will get the maximum BENEFIT when treated with Drug A ?
- Was there any PERSONAL clinical experience with PATIENTS WHO BENEFITED from Drug B?



KOLs Engagement

Step (4): Identifying the KOL Medical Interest

- Medical Interest should be aligned with the Medical Objectives

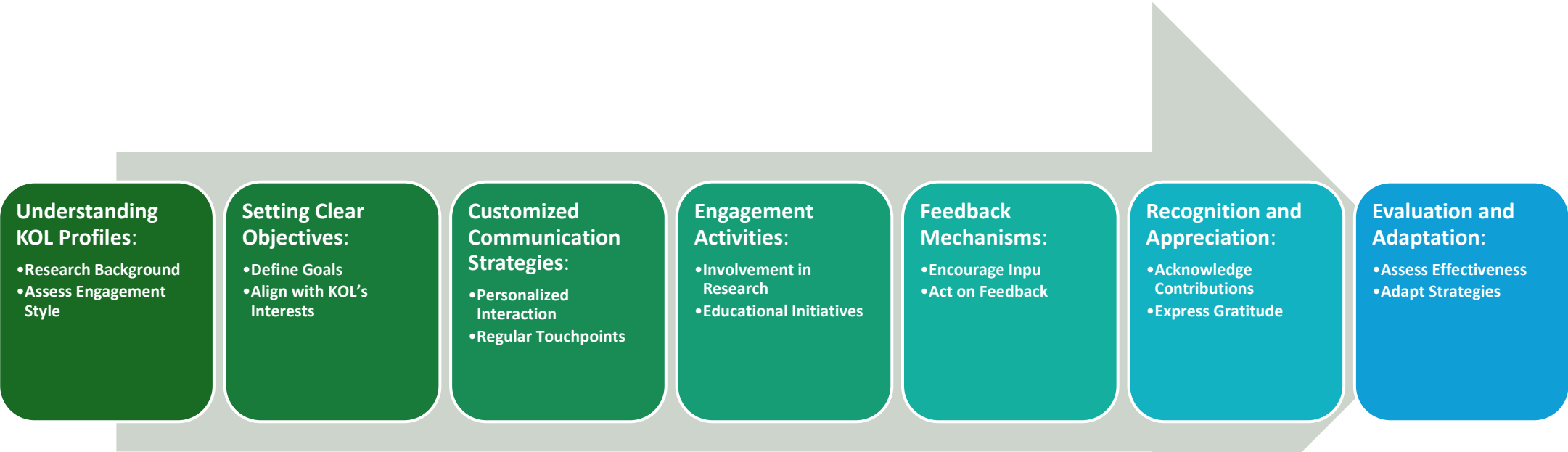
Speaking opportunities
Participation in clinical trials
Speaker development
Expanding clinical network
Publications
Capacity building



KOLs Engagement

Step (5): Develop Tailored Engagement plan per KOL

Name	Specialty	Position	Current Advocacy Status	Next Advocacy Objective	KOL Interest	Engagement plan



Key Aspects in KOLs Involvement in clinical trials and research projects

Expert Guidance:

- KOLs provide invaluable insights based on their expertise, helping to design and implement clinical trials that are scientifically sound and clinically relevant.
- Their knowledge of therapeutic areas ensures that study protocols address pertinent questions and endpoints.

Trial Design and Strategy:

- KOLs can contribute to the development of study designs, including selecting appropriate populations, endpoints, and methodologies that reflect best practices.
- They can help refine inclusion and exclusion criteria to ensure trials are feasible and targeted.

Patient Recruitment:

- KOLs often have established relationships with clinicians and patients, which can facilitate patient recruitment for trials.
- Their credibility in the medical community encourages participation and trust among potential subjects.

Data Interpretation:

- After the completion of trials, KOLs can assist in interpreting clinical trial data, providing context and insights that may not be immediately apparent.
- Their expertise helps translate complex results into understandable findings for various stakeholders.

Regulatory Affairs:

- KOLs are often familiar with regulatory requirements and can help navigate the complexities involved in compliance and submission processes.
- Their involvement can enhance the credibility of data presented to regulatory bodies.

Publication and Dissemination:

- KOLs can lead the authorship of scientific publications that report findings from clinical trials. Their names lend credibility to the work, facilitating its acceptance in reputable journals.
- They can also present trial outcomes at conferences, increasing visibility and discussion around the new findings.

Educational Initiatives:

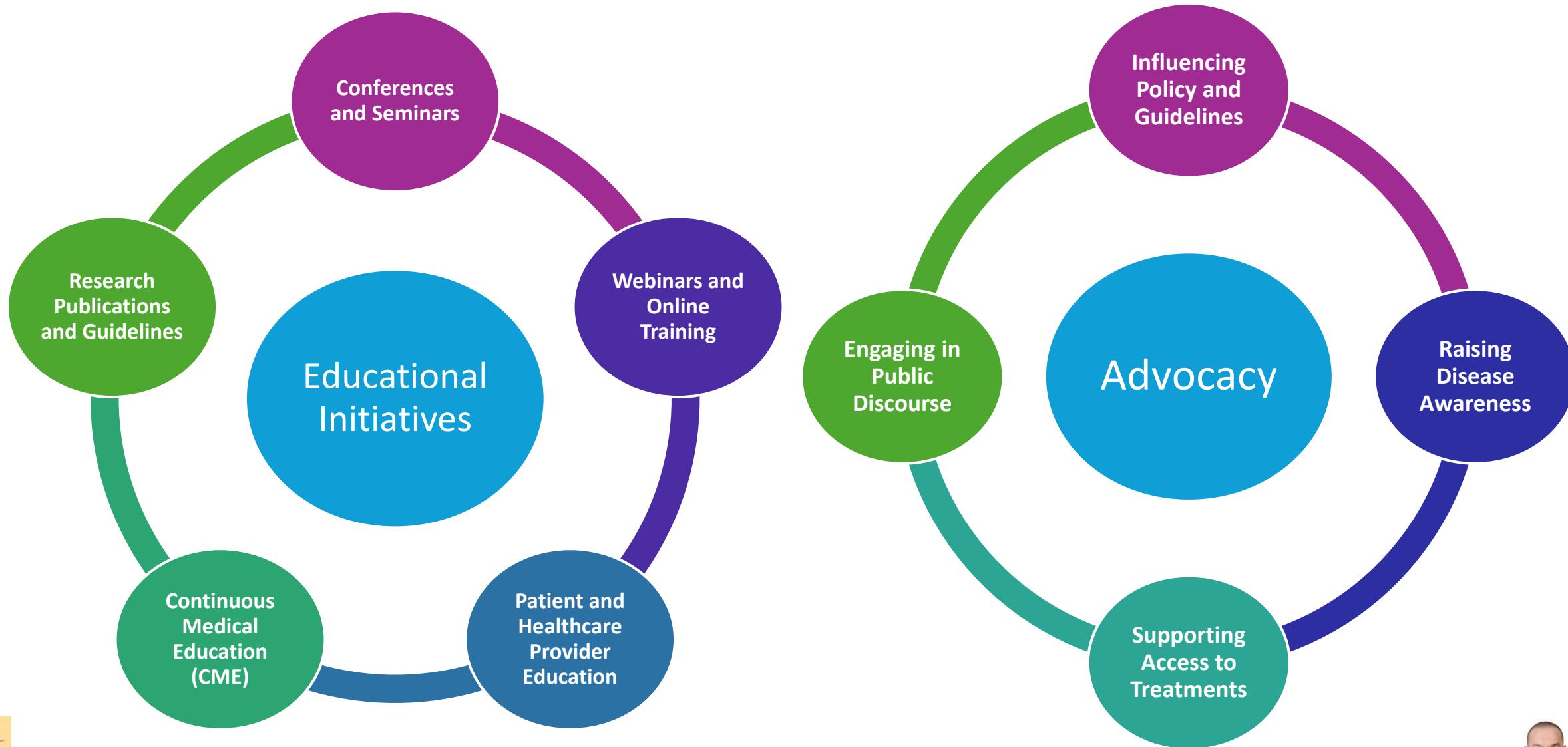
- KOLs can help educate healthcare professionals about new therapies and findings stemming from clinical trials. This can be done through workshops, seminars, and continuing medical education (CME) programs.
- Their role in education ensures that the medical community is informed about the latest advancements, which can influence prescribing practices.

Long-Term Collaboration:

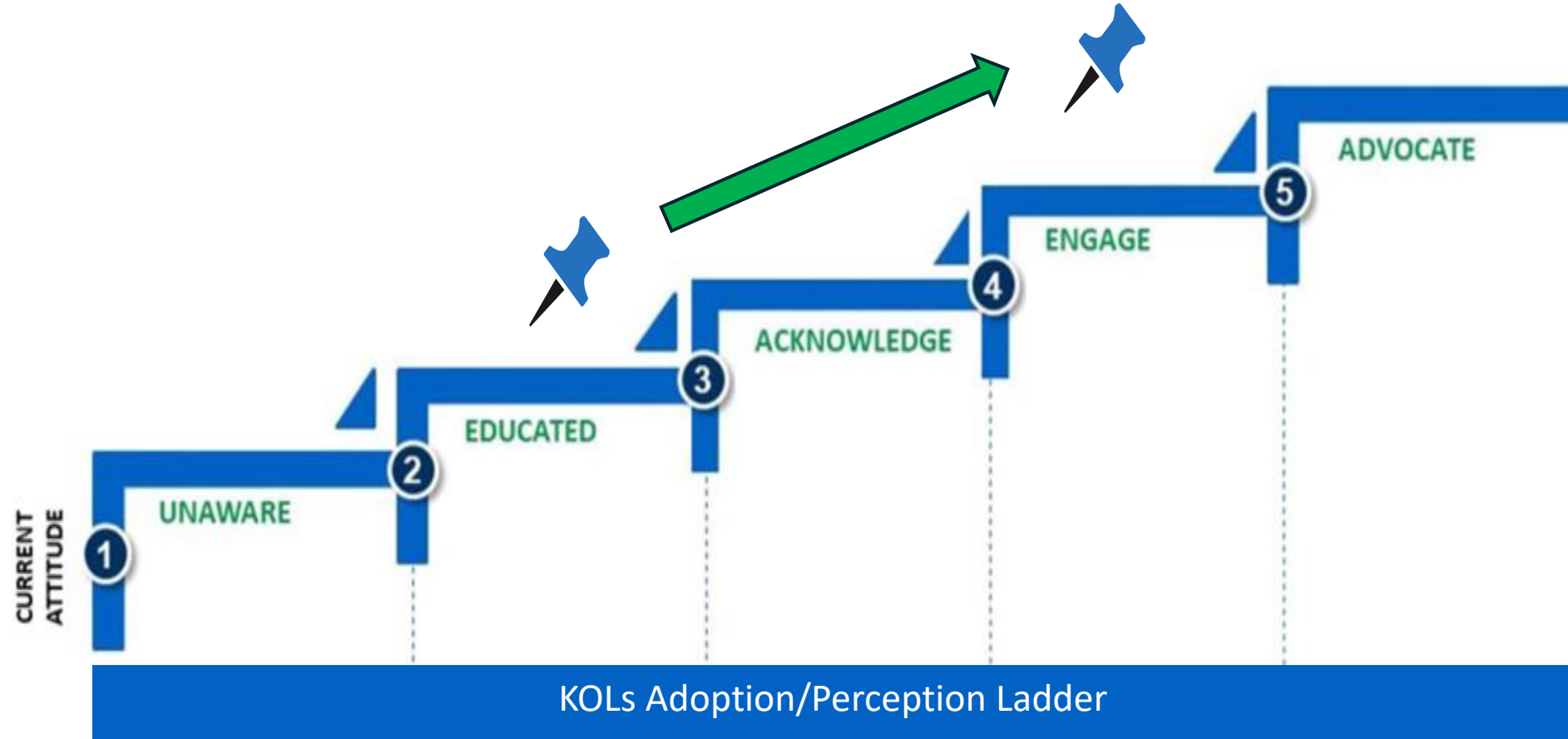
- Involvement in clinical trials can lead to stronger, long-term partnerships between KOLs and pharmaceutical companies.
- Successful collaborations can pave the way for future projects and research opportunities.



Examples of Educational initiatives and Advocacy

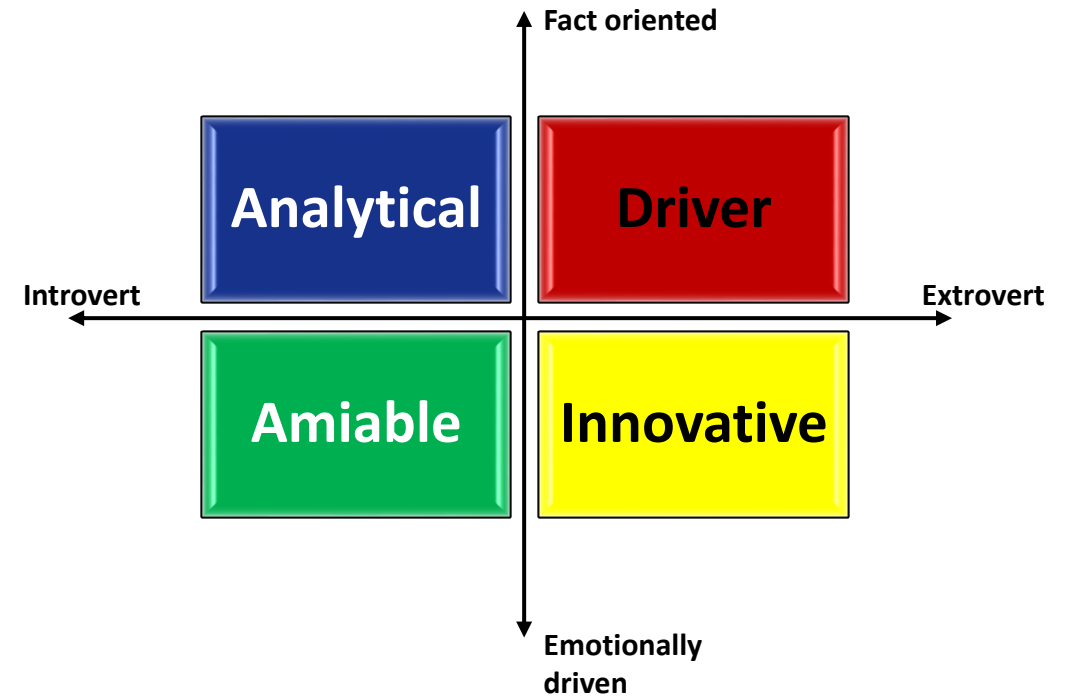


Regularly update your KOLs Advocacy Ladder



IMPORTANT considerations in KOLs Briefing

- ✓ Personal effectiveness understanding.
- ✓ Level of expertise with your materials.
- ✓ Existing level of awareness of the audience.
- ✓ Key medical messages.



Proactive Vs Reactive Interactions

- ✓ Proactive Interactions constitute a situation where MSLs takes the initiative to schedule a meeting with KOL to discuss disease state information.
- ✓ The term “**on-label**” refers to information contained in the **product’s prescribing information** or package insert (PI).
- ✓ If the requested information is related to Off-label indication, then MSL is the one who should respond to this request **reactively**.

- ✓ Off- label use is an indication that it has **not been authorized** or a **different dosage, frequency, method of administration**, or in a **group of patients** for which it has not been authorized.
- ✓ A general response:
 - ✓ A prominent statement to the effect that the drug is **not approved as safe and effective** for the use in question.
 - ✓ A prominent statement of the **approved indications**.
 - ✓ A prominent statement of **important safety information**, including any boxed warnings.
 - ✓ A copy of the **approved labeling product monograph** for healthcare professionals.
 - ✓ **Data of response**.
 - ✓ A complete list of **references** for the information provided in the response.



Thank You

