Pursuing, Improving and Retaining Collaborative Opinion Leader Relationships in the Pharmaceutical and Medical Device Space by Aligning Skill Sets with Corporate Strategy, Adapting to Regulatory Change and Streamlining Software Solutions for KOL Management

PROGRAM OVERVIEW:
Within the pharmaceutical and medical device industries, working with key opinion leaders is a critical component of the overall credibility and reputation of the company’s products. Thought leaders lend their expertise and experience to companies on specific products or therapeutic lines and are considered to be the top physicians, surgeons or researchers within their specific field. Their participation on scientific programs, speaking at industry and association meetings, their deep connections with hospitals and other physicians, as well as authoring or co-authoring of papers lends products a significant value, authority and credibility that otherwise would be unattainable by pharmaceutical or medical device companies alone.

However, the road to the development of relationships between industry and key opinion leaders is fraught with challenges, from not only regulatory considerations, but how to access, select and engage thought leaders on specific products over a long period of time. Maintaining relationships with thought leaders is also a key concern and requires a multifaceted approach that will guide executives on the best practices in managing these important relationships. Before initiating a search for key opinion leaders, organizations need to come together with various stakeholders and align thought leader strategy alongside both medical and marketing strategies. Through workshop formatted presentations, in-depth breakout sessions and real-time case studies, this meeting will take an inclusive look into the many challenges medical affairs executives must overcome in order to maintain a high level thought leader relationship platform for their company.

In summary, this conference will provide attendees with the opportunity to openly discuss their challenges with fellow industry colleagues in relation to pursuing, improving and retaining collaborative opinion leader relationships within the pharmaceutical and medical device space. The many networking opportunities provided throughout the two-day meeting will allow for an ideal setting for exchange of information and best practices and sponsor companies that wish to enhance their market visibility.

DISTINGUISHED PRESENTERS INCLUDE:

Avi B. Markowitz, MD, FACP  
Professor of Internal Medicine, Chief, Division of Hematology / Oncology, Bill & Louise Bauer Distinguished Chair in Cancer Research  
Department of Internal Medicine

UNIVERSITY OF TEXAS MEDICAL BRANCH

Ana Stankovic, MD, Ph.D.  
Worldwide Vice President, Medical Affairs
BECTON DICKINSON

Jihong Qu, PhD, MBA  
Director, Clinical Studies, Atrial Fibrillation Division

ST. JUDE MEDICAL

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Bill Oliverson  
Associate Director of Opinion Leader Relations
PFIZER

Nicole Liffrig Molife, Esq.  
Counsel
ARNOLD & PORTER LLP

Muriel Siadak  
Director, Medical Scientific Liaisons
SEATTLE GENETICS

Sabine Teske, Ph.D.  
Associate Director, Medical Science Liaison
DYAX CORPORATION

Jesse Weinberger  
CEO
GLOBALCASTMD

Jonas Hylton, PharmD  
Associate Director, Medical Science Liaisons
MEDIATION

Cynthia T. Crosby, Ph.D.  
Vice President, Medical Affairs
CAREFUSION

Kevin Appareti  
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PHILIPS HEALTHCARE

Jennifer Lill  
Sr Director Medical Affairs and Clinical Development, Oncology
DENDREON

Timothy Ayers  
VP Chief Compliance Officer
DENDREON

Victor Miranda, MD  
Vice President, Medical Operations
GE HEALTHCARE

Donna Merrigan, PharmD  
Associate Director, Medical Affairs
SPECTRUM PHARMACEUTICALS

Brian L. Whisler  
Partner
BAKER & MCKENZIE LLP

Lance Hill  
CEO
WITHIN3

John Resman, PharmD  
Senior Director, Medical Affairs
PRINCIPAL MEDICAL SCIENCE LIAISON
MEDTRONIC

CONFERENCE SPONSORS:

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DAY ONE / THURSDAY, SEP. 27 / MAXIMIZING OUTCOMES FROM THOUGHT LEADER RELATIONSHIPS

7:00  REGISTRATION & CONTINENTAL BREAKFAST

7:20-8:10  PRE-CONFERENCE SESSION: IIT OVERVIEW: STRATEGIES FOR INITIATING & IMPLEMENTING SUCCESSFUL PROGRAMS
Jihong Qu, PhD, MBA, Director, Clinical Studies, Atrial Fibrillation Division
ST. JUDE MEDICAL

8:20  CHAIRPERSON’S OPENING REMARKS

8:30  VALIDATING AND SEGMENTING THOUGHT LEADERS THROUGH INFLUENCE MAPPING
Many industry professionals involved within KOL management and medical affairs have begun to implement influence mapping into their thought leader plans and initiatives. This systematic approach of mapping KOLs is segmented into key tiers of influential importance; ranging from thought leader strengths, experience, skill level, desire and willingness to participate. These structured approaches assure that the appropriate thought leaders are being targeted for the right role; all the while maximizing KOL engagement and participation within a company.

• Develop a systematic approach to determine champion KOLs
• Targeting thought leaders on a global, national, regional and local scale
• Create structure through specific KOL targeting and segmentation

Bill Oliverson, Associate Director of Opinion Leader Relations
PFIZER

9:20  SOFTWARE SOLUTIONS FOR MANAGING KOL DOCUMENTATION AND DATA
Due to the recent regulations that have been passed within the healthcare industry, medical affairs professionals are more than ever aware of the importance of documenting data and all communications between industry and thought leaders. The Sunshine Act has resulted in a vast amount of responsibility on industry to be as transparent as possible with their transactions, interactions and relationships with key opinion leaders. However, medical affairs professionals are inundated with data that must be documented and filed away for regulatory purposes.

• Increase interactions and engagement with key opinion leaders
• Manage a large amount of KOL communication documentation and data
• Ensure ease in compliant communication between industry and KOLs

Lance Hill, CEO
WITHIN3

10:10  COFFEE & NETWORKING BREAK

10:30  UTILIZING KOL EXPERTISE: ALIGNING MARKETING STRATEGIES WITH THOUGHT LEADER PLANS
In the pharmaceutical and medical device industry, key opinion leaders endorsing a product will ultimately change the prescribing or surgical techniques of other physicians, impacting patients and health systems around the world. As such, before initiating a search for key opinion leaders, organizations need to come together with various stakeholders and align thought leader strategy alongside both medical and marketing strategies. Industry associations such as PhRMA have issued guidelines for what they deem appropriate when utilizing thought leaders in the sales and marketing of new products and through these considerations this case study will highlight one pharmaceutical company that has voluntarily agreed to these new guidelines and found success in aligning their business and thought leader strategies.

• Discussion of PhRMA sales and marketing of new product guidelines
• Aligning business and marketing strategies with thought leader plans
• Benefits thought leader collaborations may bring to departments

Victor Miranda, MD, Vice President, Medical Operations
GE HEALTHCARE

11:20  EDUCATING AND TRAINING INVESTIGATORS ON COMPLIANCE CONSIDERATIONS
Compliance within the life science industry has become increasingly complexity throughout the past decade and is one of the most significant challenges for both IIT sponsors and drug manufacturers. Liabilities and repercussions of non-compliance for both parties can be staggering, with recent enforcement actions focusing on research-related activities, particularly the relationship between the manufacturer and the sponsor. Through appropriate training procedures, manufacturers can prepare sponsors for their increased responsibilities and ultimately decrease the potential for non-compliance.

• Impact that Sunshine Act and regulations have on trials
• Highlighting sponsor compliance resources and tools
• IIT research grant compliance

Jennifer Lill, Sr Director Medical Affairs & Clinical Development, Oncology
DENDREON

Timothy Ayers, VP Chief Compliance Officer
DENDREON

12:10  LUNCHEON FOR SPEAKERS, SPONSORS & ATTENDEES

1:20  FOCUSING ON GLOBAL COMPLIANCE: REVIEW OF THE UK BRIbery ACT AND FCPA REGULATIONS
Recently, regulations and high profile cases of bribery have caused pharma and device companies to reconsider their international efforts due to the compliance issues required in working with international key opinion leaders. The purpose of both the UK Bribery Act and the Foreign Corrupt Practices Act is to crack down on the bribery of foreign officials. In practice, enforcement also involves scrutiny of the interactions between industry, healthcare professionals, patients and thought leaders alike. Due to the direct communication that medical professionals have with industry thought leaders—as well as the gift-giving and hospitality components of anti-bribery legislation—it is of vital importance to be aware of compliance regulations as well as the penalties for non-compliant behavior.

• Overview of recent UK Bribery Act and of recent FCPA enforcement trends
• Enforcement considerations specific to the healthcare/pharma industry
• Provisional anti-bribery review for interactions with foreign thought leaders

Brian L. Whisler, Partner
BAKER & McKENZIE LLP

2:10  ACCESsing KEY OPINION LEADERS ON A GLOBAL SCALE
Professionals that work within international pharmaceutical and device companies understand the importance of “thinking globally” when developing their thought leader strategy and initiatives. Key opinion leaders offer a significant value, authority and credibility on the promotion of a company’s products and are therefore extremely beneficial for a company’s growth and expansion on both a national and international scale. Focusing on one successful company’s best practices, this session will highlight strategies for accessing KOLs and the qualities to look for when searching for thought leaders in specific countries and regions.

Jesse Weinberger, CEO
GLOBALCASTMD

3:00  COFFEE & NETWORKING BREAK

3:20  IDENTIFYING THE APPROPRIATE KOL FOR YOUR COMPANY GIVEN A SMALL POOL OF THOUGHT LEADERS
Pharmaceutical companies are continuing to increase the production of products in very specialized and specific therapeutic areas. This is crucial for the continued research and development of the industry as well as the continued wellbeing of patients. Medical affairs professionals looking to expand the knowledge of these specialty drugs are challenged with identifying the appropriate KOL given a small pool of thought leaders to choose from. The numbers of thought leaders that have the necessary qualifications in new areas of therapies are in many cases few, dramatically increasing the competition for KOLs within industry.

• Accessing KOLs given a small number thought leaders
• Thinking outside of the box to attract KOLs and drive innovation
• Identify thought leader skills required for company needs

Sabine Teske, Ph.D., Associate Director, Medical Science Liaison
DYAX CORPORATION

4:10  EXPLORATION OF THE FUTURE OF KOL RELATIONSHIPS IN TODAY’S REGULATORY ENVIRONMENT
One of the biggest challenges today for medical affairs professionals in maintaining relationships with various thought leaders are new regulations aimed at ensuring transactions are as compliant, ethical and transparent as possible. Due to these ever-increasing regulations, KOLs are beginning to grow hesitant in working with industry due to the lack of regulatory guidance and the implications that could follow because of unknowingly breaking compliance. This is a huge concern for both thought leaders, as well as manufacturers who regularly pay for travel and expenses, as well as research and consulting.

• Lower costs by implementing virtual communication platforms
• Competing for thought leaders in the new regulatory environment
• What does the future interaction between industry and KOLs look like?

Cynthia T. Crosby, Ph.D., Vice President, Medical Affairs
CAREFUSION

5:00  DAY ONE CONFERENCE CONCLUSION
The Office of Inspector General of the Department of Health and Human Services has declared that the healthcare industry must compensate thought leaders and consultants for their companies at a Fair Market Value in order to avoid the appearance of offering inducements for the promotion of their products. Although the OIG created FMV, they have yet to provide a clear determination of what compensation is appropriate for industry to offer thought leaders for their services. This panel discussion will bring together pharmaceutical and medical device companies, regulators and physicians to discuss the controversial topic of FMV and provide conference attendees with a framework of thought leader compensation best practices during this time of regulatory uncertainty.

- Determining consistent and transparent FMV compensation plans
- Bridging the gap between OIG lack of guidance & industry best practices
- Discussion of FMV from a legal, industry and physician perspective

Nicole Liffrig Molife, Esq., ARNOLD & PORTER LLP

Muriel Siadak, SEATTLE GENETICS

Avi B. Markowitz, MD, FACP, UNIVERSITY OF TEXAS MEDICAL BRANCH

Meenakshi Datta, SIDLEY AUSTIN LLP

2:10 SHAPING THOUGHT LEADER RELATIONSHIPS ON A GLOBAL BASIS WITHIN KEY INTERNATIONAL MARKETS

Areas such as Europe, Japan as well as Brazil, Russia, India and China are all key markets that are ideal for both pharmaceutical and device companies to grow their business and thought leader initiatives. Working with thought leaders in these areas is paramount in accessing and understanding international markets, nevertheless it is not without challenges. Managing communication, understanding cultural differences and remaining compliant within international regulatory guidelines are all important issues to consider when implementing and reinventing global thought leader plans.

- Perspective of thought leader growth in Europe, Japan & BRIC countries
- Understanding cultural differences in order to attract international KOLs
- Capitalizing on key international markets through KOL collaboration

Ana Stankovic, MD, Ph.D., Worldwide Vice President, Medical Affairs

BECTON DICKINSON

3:00 FOCUSING ON THE EXPECTATIONS OF THOUGHT LEADERS FROM A KOL PERSPECTIVE

Pursuing new thought leader relationships within the current healthcare environment can be extremely challenging given the increasing industry regulations and the unruly calendars of physicians and surgeons. Key opinion leaders are self-directed, goal-oriented and they must find relevance in what they are doing. Understanding what KOLs find to be valuable when working with companies is an important factor to consider when organizing and developing strategies for capturing their interests. Through the thought leader perspective, attendees will gain insight on regulatory issues, compensation and what KOLs are looking for in a company before agreeing to work with them.

- KOLs on what compensation is appropriate for their time & expertise
- Attracting and maintaining the attention of key opinion leaders
- What makes a company stand out to thought leaders?

Avi B. Markowitz, MD, FACP, Professor, Internal Medicine, Chief, Hematology / Oncology, Bill & Louise Bauer Distinguished Chair, Cancer Research Department, Internal Medicine

UNIVERSITY OF TEXAS MEDICAL BRANCH

3:50 CLOSING REMARKS AND CONFERENCE CONCLUSION

ABOUT THE ORGANIZERS:

Q1 Productions designs and develops webinars, training courses, conference programs and forums aimed at specifically targeted audiences in order to provide strategic and timely information. Through a rigid production process focused on end-user research and design, our team is able to understand the immediate business concerns of today’s leading executives. Whether focusing on new or pending legislative issues, enhanced business processes or technologies that will drive efficiency and customer service, our programs provide solutions to the urgent needs of our attendees.

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WHO SHOULD ATTEND:
Executives that will find this program of greatest relevance are those currently working to enhance collaborative opinion leader relationships within pharmaceutical and medical device companies of every size. Job titles of those executives that will find this program to be most applicable to their job functions include:

- Medical Affairs
- Medical Science Liaisons
- KOL Relationship Management
- Opinion Leader Relations
- Scientific Affairs
- External Research

SPONSORSHIP OPPORTUNITIES:
At this time, there are a variety of sponsorship and exhibition opportunities available for companies wishing to increase their visibility and participation in the program, ranging from keynote speaking opportunities through to exhibitor and documentation sponsors. Organizations most suitable for this type of exposure provide services and solutions including:

- KOL Databases
- KOL Software Management
- Social Network Analysis
- Online KOL Communities
- Compliance Solutions
- Talent Sourcing Company
- Medical Marketing

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PREVIOUS ATTENDEES INCLUDE:

Senior Director, National MSL, ACTELION PHARMACEUTICALS
Associate Medical Dir. US Medical Affairs, ACTELION PHARMACEUTICALS
Senior Director of Medical Affairs, ALLERGAN
Chief Marketing Officer, Founder, ASCENT PHARMA
Director, Marketing Operations, ASTELLAS
Associate Field Director, Corporate Compliance, ASTELLAS
Worldwide VP of Medical & Scientific Affairs, BECTON DICKINSON
Senior Vice President of Medical Affairs, BECTON DICKINSON
Medical Director, Medical & Surgical Systems, BECTON DICKINSON
Sr. Marketing Manager and Marketing, BECTON DICKINSON
Senior Vice President of Marketing & Innovation, CARDINAL HEALTH
Vice President of Medical Affairs, CAREFUSION
Clinical Operations Consultant, CAREFUSION
Dir. Cardiac Pacing & Tachyarrhythmia Devices, CLEVELAND CLINIC
Manager, Medical Science Liaisons, CORDIS CORPORATION
Global Director of Professional Affairs & Clinical Education, COVIDIEN
Medical Director, COVIDIEN ENERGY BASED DEVICES
Senior Science Director Medical Affairs, CUBIST PHARMACEUTICALS
Executive Director, Thrombosis, DAIICHI SANKYO, INC.
Senior Manager of Alliance Management, DAIICHI SANKYO, INC.
Associate Director of Medical Communications, DYAX
Associate Director, Medical Science Liaison, DYAX
Director of Global Medical Transformation, ELI LILLY
Senior Vice President of Medical Affairs, ENDO PHARMACEUTICALS
Director of Urology, GE HEALTHCARE
Senior Mgr of Respiratory MSLs, GENENTECH US MEDICAL AFFAIRS
Pharmacology & Physiology, GEORGETOWN UNIVERSITY MEDICAL CENTER
Vice President of Strategic Accounts, KEYSTONE DENTAL, INC.
Associate, KING & SPALDING LLP
Partner, MEDICAL MARKETING RESEARCH GROUP
Senior Manager of the Medical Science Liaison Team, MEDTRONIC
Director of Professional Relations, MEDTRONIC
Head of the Office of Oncology Clinical Trials, MGH INSTITUTE
Associate Director, Medical Strategy, NOVO NORDISK
Director of Opinion Leader Relations, PFIZER
Associate Director of Opinion Leader Relations, PFIZER
Global Director, Medical Science Liaison, PHILIPS HEALTHCARE
Director, Medical Science Liaison, SEATTLE GENETICS
Vice President of Marketing, SMITH & NEPHEW
Executive Director, Marketing, SOMAXON PHARMACEUTICALS
Associate Director of Medical Affairs, SPECTRUM PHARMACEUTICALS
Senior Manager of Clinical Marketing, ST. JUDE MEDICAL
Medicine & Engineering Director, STANFORD SCHOOL OF MEDICINE
Executive Medical Director, TAKEDA PHARMACEUTICALS
Chief Scientific Officer, THE STOP ALD FOUNDATION
Director, Cardiac Catheterization, TUFTS UNIVERSITY MEDICAL SCHOOL
Associate Director of Oncology, TUFTS UNIVERSITY MEDICAL SCHOOL
Professor and Chief, DIVISION OF HEMATOLOGY, UTMB
Senior Director of Medical Affairs, VISTAKON
Senior Director of Client Engagement, WITHIN3
CEO, WITHIN3

... AND MANY MORE!