

The role of the KOL throughout the life cycle

		Product launch				
			introduction	growth	maturity	generic competition
		R&D	Medication used by patients			
Critical Success Factors	Medical Topics	Increase awareness disease/MOA	Increase product awareness	Maintain product awareness	Maximize patient care	
	KOL Role	National KOL, patient centric, good speaker	National KOL, scientific, explains data in simple manner	Regional KOLs with product experience	Regional HCPs, other HCP such as nurses, dieticians, etc	
	Insights gathering	Insights on place of product in treatment	Insights on HCP experience with product		Insights on unmet needs	
	KOL Role	National + regional KOLs with thorough understanding of clinical practice	Regional and local KOLs, nurses		All KOLs + nurses	
	Internal support	Reimbursement process (insights, dossier, authorities)	Correct and appropriate use of medication			
	KOL Role	KOL with understanding of reimbursement models and processes	Regional KOLs with regional advice role			
	Data generation	Phase III	Set up and execution of Phase IV studies (PASS, RWE, IIS etc)		If possible research into new indications	
	KOL Role	National KOL- research center	National and regional KOLs, smaller research facilities, registries		National KOLs with case studies, research	

Please note: this table is a generalisation: the CSFs can differ, based on (amongst other things):

- Therapeutic Area (specialised, general, rare disease etc)
- Pre-existing presence of company in TA
- Type of medication (innovative, me-too, complex, simple, pricing)
- The maturity of your company
- Country, culture, compliance boundaries