

Slide Snapshot

Overview of Internal Stakeholder KOL Needs

By CELforPharma faculty member Maaïke Addicks, MD



R&D



Market Access



Marketing



Sales



Internal stakeholder KOL needs



R&D



Market Access



Marketing



Sales

Needs:

- Successful investigators
- Selection
- Information
- Communication

Information on clinical issues, endpoints, patient subgroups etc

- F2F conversations
- Advisory Boards
- Insights

Opportunities:

- Introduction into network
- Insights on KOLs
- Inclusion of national KOLs in activities
- Changes to data generation to suit local patients

Internal stakeholder KOL needs



Needs:

Information on clinical practice, place of treatment, patient flows patient subgroups etc

- F2F conversations
- Advisory Boards
- Insights
- Advocates for reimbursement (if applicable)
- Data generation

Opportunities:

Knowledge on HEOR, PROMs, RWE etc
Involvement in reimbursement discussions and decisions

Internal stakeholder KOL needs



R&D



Market Access



Marketing



Sales

Needs:

Information on clinical practice, assumptions and opinions, focus topics

- F2F conversations
- Advisory Boards
- Insights

KOL participation or support for commercial projects

Opportunities:

- Introduction into network
- Help with communication and “promotion” of events

Internal stakeholder KOL needs



R&D



Market Access



Marketing



Sales

Needs:

Information on clinical practice, assumptions and opinions

- F2F conversations
- Advisory Boards
- Insights

KOL participation or support for projects
Access to HCP

Opportunities:

- Introduction into network
- Strengthen company communication by coordination of information
- Help with communication and “promotion” of events

Thank you

Interested to learn more?

 Visit [Strategic KOL Planning and Engagement](#)

 Or contact [Inge Cornelis](#), CEO at CELforPharma



R&D



Market Access



Marketing



Sales

