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Maaïke Addicks

Strategic KOL Planning & Engagement

LEARN from interacting
with your industry peers



*KOL Development is of key importance
and it was worth taking some time
to focus on this topic."*

Merz Therapeutics

Astrid Scheschonka

Head of Global Medical Affairs

Germany



Strategic KOL Planning & Engagement

Learn

- The different types of KOLs and the different roles KOLs can have in adding value to pharma/medtech products along the whole product lifecycle.
- The strategic value of Digital Opinion Leaders and Emerging KOLs.
- A process to pro-actively plan your KOL network and the activities that will address the strategic needs of your products as per the Medical/Brand Plan.
- The criteria and mapping tools that will enable you to precisely profile, identify and prioritise those KOLs that your products need most at each stage of their lifecycle.
- Best practices, dos & don'ts and expert advice on each step in the KOL planning process.
- How to communicate the value of your KOL plan and how to build a win-win collaboration with your internal stakeholders.
- How to capture the needs of your KOLs and use these insights to engage them.



The Expert

Maaïke Addicks

- Maaïke Addicks, MD is an independent Medical Affairs Consultant with expertise in Strategic Medical Affairs Development, Change Management and Medical Affairs Competency Development.
- Board Member and currently Chair of the Medical Affairs Committee of the Dutch Association of Pharmaceutical Medicine (NVFG).
- Physician with over 15 years of on-the-job experience in Medical Affairs in mid-size and big pharma, in both headquarters and national affiliates, across a wide spectrum of therapeutic areas.
- 10 years of experience in managing Medical Managers, Medical Advisors and MSLS, with both hands-on and strategic experience in Medical Affairs.

Dates & Locations

10 March 2023 (live online)
29 November 2023 (live online)

Visit www.celforpharma.com for registration fees and updates.

Additional Benefits

- This course is a great opportunity for you to share ideas and discuss issues with your peers on the subject of KOL planning and engagement.
- You will receive handy templates to implement the process in real life after the course.

What Participants Say About This Course



KOL Development is of key importance and it was worth taking some time to focus on this topic."

Merz Therapeutics

Astrid Scheschonka
Head of Global Medical Affairs
Germany (June 2022)



Very useful information, presented in an understandable and practical way."

Johnson & Johnson

Alja Mezgec
Medical Lead
Slovenia (June 2022)



Informative, well structured, very well presented. I got new ideas for KOL plans and goals, I highly valued the discussions with and insights from Medical Affairs colleagues, and I got new ideas for a generally more structured approach. Thanks a lot, great training and great organisation around."

Molecular Health

Marc-Alexander Rauschendorf
Head of Medical Affairs
Germany (June 2022)

Agenda

All courses are held in CET/Brussels Time. Please check the Dates & Locations section on our website for the exact start and end times, or send an email to kealeigh.steel@celforpharma.com.

Welcome & Audience Expectations (~30 min)

KOL Essentials (~30 min)

- The categories of KOLs and how their value adding roles differ along the product lifecycle and depends on the critical success factors of your products
- Understanding the strategic value of Digital Opinion Leaders (DOLs) and Emerging KOLs

How to Work Out a Strategic KOL Plan (~1 h 45 min)

- From KOL list to KOL plan
- From Medical/Brand Plan to selection criteria that will help you to identify and prioritise your KOLs
- Identification and mapping of KOLs on the basis of the Medical Plan's needs
 - Understanding the structure and all elements of the mapping methodology
 - Tips & tricks for effective desk research, field research & internal sources
 - Focus on DOLs & Emerging KOLs
- Setting strategic and operational objectives for individual KOLs
- Prerequisites for a good KOL plan template – Examples

Group exercise: Using a case study to determine the KOL selection criteria

Lunch Break

Plenary Discussion & Learnings of the Group Exercise (~30 min)

Engaging Internal Stakeholders (~1 h 30 min)

- Which other functions should you take into consideration for your KOL plan
- Critical success factors of cross-functional KOL management
- How to capture the needs of internal stakeholders in your KOL plan
- Expert advice on effectively communicating the value of your KOL plan to internal stakeholders

KOL Engagement (~1 h 15 min):

- How to identify mutual benefits
- What KOLs typically want from pharma
- Building and maintaining your network for long term success

Q&A and Wrap-Up (~30 min)

Close

Registration Form

Complete the below form and email to aswaan@celforpharma.com or fax to +32 2 721 13 82 or go to www.celforpharma.com and complete the online registration form.



Questions?

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aswaan@celforpharma.com

Course(s)

Course Title
Course Date(s)

Registration Fee

Visit our website www.celforpharma.com for information about the early bird fee and full fee, group discounts, etc.

Participant Details

Title Email
First Name Mobile Number
Last Name Country of Work
Job Title

Company Details

Company Name
VAT Number
Invoicing Address:
Street Address
City/Province
Postcode
Country

Payment

Payment Method Bank Transfer (+3%) Credit Card
PO Number (optional)

Confirm Registration

In order to complete the registration, please tick the following box(es):

- I, the participant(s), have read and accept CELforPharma's Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)
- I accept that CELforPharma regularly sends me information by email on topics discussed within their website (www.celforpharma.com) and relevant to my function, under the condition that I can unsubscribe at any time. I accept that relevant personal details are stored in a database for that purpose, as per CELforPharma's Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.