Key Opinion Leader Development

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Key Opinion Leader Development

What defines a KOL?
What are the most important KOL activities?
Why build a KOL Program?
How to build a KOL Program?
When to begin a KOL Program?
Who manages a KOL Program?
How to measure a successful KOL Program?
• **What defines a Key Opinion Leader (KOL)?**
  • KOLs are the experts in their field through their experience, seniority, position and reputation
    • Individuals who take an active role in the thinking, discussion and shaping of clinical practice at a local, national and/or global level
    • Individuals whose views influence peers and healthcare organizations
  • KOLs have become entwined with the marketing of medical devices
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• **What are the most important KOL activities?**
  • Highest value was placed on the following activities:
    • Supporting Advisory Boards
    • Delivering Scientific Presentations
    • Investigator-Initiated Research
    • KOL Relationship Management
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• **Why build a KOL Program?**
  • Identification and utilization of KOLs is beneficial in all aspects of an organization

- Professional Relationships
- Clinical Trials
- Clinical Papers
- Podium Presentations
- Funding
- Regulatory/Reimbursement
- Geographic/Tx Expansion
- Market Education
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• **How to build a KOL Program?**
  • **KOL Mapping Strategy**
    • Near term and long term assessment of KOL needs
  • KOLs are often segmented in terms of region and expertise
    • Internal teams are required for domestic and international KOL programs

  • Incorporate KOL feedback at during all phases of product lifecycle
  • KOLs will likely change during the product/technology lifecycle
    • Who are the influencers in your environment?
      • MD’s
        • Established thought leaders for new product/technology
        • Rising stars to carry on the message through product life
      • Payers
      • Health Economists
      • Patient Advocacy Groups

  • Remuneration at Fair Market Value
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• **When to begin a KOL Program?**
  • Ideally, KOL identification and development is done during clinical phase

  ![Product Development Process Diagram](image)

  - Assistance with clinical design
  - Podium presence AT EVERY POSSIBLE OPPORTUNITY
  - Build long-term collaboration between key company stakeholders and KOLs
Who manages a KOL Program?

- Head of clinical program or CMO should be in charge of KOL Program
- Head of sales and/or marketing must also be actively involved
- Other stakeholders are CEO and head of R&D
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• **How to measure a successful KOL Program?**
  - Put metrics in place to review on a regular basis
    - # of interactions with KOL during a specific period
    - KOL response time
    - Time invested in building a new KOL relationship
    - KOLs level of satisfaction with working relationship
    - Other metrics?
  - Continuous review of KOL Program by management team
    - Solicit KOL feedback via annual in-person meetings
    - Seek Peer to Peer feedback to determine strength of KOLs
    - Create KOL survey to obtain potential hidden weaknesses or gems
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• **Final Thoughts**
  • A successful KOL Program must have....
    • a defined long-term strategy
    • the full support of the entire organization
    • an internal team dedicated to KOL management
    • a genuinely collaborative approach with chosen thought leaders
    • a system to measure and evaluate KOL interaction
    • shared learning within all departments of the organization
    • clear understanding of legal limits for KOL interaction