KOL EDUCATION AND DEVELOPMENT

BUILDING A MARKETING STRATEGY FOR YOUR
OPHTHALMIC DRUG

ERIN PARSONS
PRESIDENT/FOUNDER
KOL ENGAGEMENT

ONE OF THE MOST IMPORTANT PARTS OF BUILDING A MARKETING STRATEGY FOR YOUR OPHTHALMIC DRUG

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The WHO, WHAT, WHEN, WHY, WHERE, and HOW of KOL ENGAGEMENT
A NEW LANDSCAPE...

- Restricted HCP access
- New era of Transparency
- Different types of KOLs
WHAT?

...IS A KOL ENGAGEMENT PLAN?

- STRATEGIC
- MULTI-FACETED
- LONG-TERM
- BI-DIRECTIONAL
- SCALABLE
Facilitate product awareness, adoption, & advocacy

Support the creation of credible and persuasive medical & promotional content

Guide new product development

Help create, assess, & refine strategy

Have a trusted, reliable customer voice that can be accessed real-time for feedback and advice
WHEN?

KOLs are integral from DISCOVERY to DEVELOPMENT to LATE-STAGE GROWTH.
WHO?

KEY OPINION LEADERS

- Allied Health Care
- Patient Advocates
- Rising Stars
- Digital/Social Media Influencers
- Managed Care; PBMs, Health Care Plans
- Association Leadership
HOW?

- Bibliometric research
- Influencers
- Sociometric surveys
- Presentation leaders
- Internal involvement
- Passion profile
- External involvement
TIPS FOR SUCCESSFUL KOL ENGAGEMENT
Be TRANSPARENT and HONEST
Find COMMON GOALS
Welcome
CONSTRUCTIVE FEEDBACK
KOLs are PEOPLE too
THANK YOU

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