

REGISTER BY 31ST MAY 2012 AND RECEIVE A £300 DISCOUNT  
REGISTER BY 29TH JUNE 2012 AND RECEIVE A £100 DISCOUNT

SMi present their 5th conference on...  
**KOL Management**

Identifying, building and maintaining relationships with key opinion leaders

Wednesday 26th & Thursday 27th September 2012 | Copthorne Tara Hotel, London

**KEY OPINION LEADERS:**

- Audrey Craven, President, **European Federation of Neurological Associations (EFNA)**
- Alexander Natz, Secretary General, **European Confederation of Pharmaceutical Entrepreneurs (EUCOPE)**
- Mario Ottiglio, Associate Director, Public Affairs & Global Health Policy, **International Federation of Pharmaceutical Manufacturers and Associations (IFPMA)**
- Charles Alessi, Chairman, **National Association of Primary Care (NAPC)**
- Susanna Palkonen, Executive Officer, **European Federation of Allergy and Airways Diseases Patients Associations**
- Prof Wisia Wedzicha, Professor Respiratory Medicine, **University College London**

**KEYNOTE SPEAKERS:**

- Michal Konstacky, Medical Affairs Director, **Takeda**
- Christian Felter, Senior Director, Medical Affairs, **Astellas Pharma**
- Keith Allan, Head of Global Advocacy, **Novartis**
- Lurdes Reis, Marketing Manager, **Bayer**
- David Gillen, Medical Director, **Celgene**
- Sanjita Panchal, Medical Scientific Liaison, **Merck**
- Neil Ranasinghe, Medical Sciences Manager, Oncology, Immunology & Neuroscience, **Bristol-Myers Squibb**

**WHY ATTEND THIS EVENT:**

- **Hear** directly from Key Opinion Leaders
- **Find** out about all the latest regulatory guidance in the European markets
- **Identify** and engage with KOL through effective social media and traditional channels
- **Gain** an insight into current transparent and flexible relationships
- **Improve** your relationship with key leaders
- **Overcoming** cultural barriers and dealing with change management
- **Establishing** the return on investment for your KOL and MSL management
- **Develop** a successful KOL management program

**PLUS TWO INTERACTIVE PRE-CONFERENCE WORKSHOPS**

Tuesday 25th September 2012, Copthorne Tara Hotel, London

**WORKSHOP A**

The implications of the Bribery Act 2010 for pharmaceutical/ healthcare companies' relationships with KOLs

Workshop leader:

**Shaul Brazil**, Barrister, **BCL Burton Copeland**  
8.30am - 12.45pm

**WORKSHOP B**

Engaging KOLs in Market Access

Workshop leader:

**Miriam George**, CEO, **PDC Healthcare**  
1.30pm - 5.30pm

**www.kol-uk.co.uk**

Register online and receive full information on all of SMi's conferences

Alternatively fax your registration to +44 (0) 870 9090 712 or call +44 (0) 870 9090 711

# KOL Management

Day One | Wednesday 26th September 2012

www.kol-

8.30 Registration and Coffee

9.00 Chairman's opening remarks  
**Simon Twigden**, Team Leader, Special Projects, **Bayer**

## DEFINING THE KOL LANDSCAPE

### 9.10 OPENING ADDRESS

#### **KOL for pharmaceuticals: defining the landscape**

- What is the nature of the role of a KOL in the development process?
- How will we define and recognise a KOL?
- Objective-driven approach to initiate partnership with the pharmaceutical industry
- Ensuring the right KOL is identified for the right project

**Prof Wisia Wedzicha**, Professor Respiratory Medicine, **University College London**

### 9.50 The evolving role of the KOL in the pharmaceutical industry

- Understanding the role of the KOL for your organisation
- How does the role differ through the late research and early development phase
- In what direction is the area evolving?
- Collating and interpreting feedback from criticisms; learning from past mistakes

**Christian Felter**, Associate Director, Medical Affairs, **Astellas Pharma**

10.30 Morning Coffee

### 10.50 NHS reforms and the role of the KOL

- Who are the key players?
- Identifying exactly what the role of the KOL is in the process
- Assessing the value of the KOL from the beginning
- Making a difference: are these reforms really going to make a difference?

**Charles Alessi**, Chairman, **National Association of Primary Care (NAPC)**

## DIFFERENT MARKET DYNAMICS

### 11.30 Global health agenda: overcoming the challenges

- Understanding what the top priorities are for the global health agenda
- Identifying what our industry is expected to deliver
- Overcoming challenges
- Looking to the future

**Mario Ottiglio**, Associate Director, Public Affairs & Global Health Policy, **International Federation of Pharmaceutical Manufacturers and Associations, IFPMA**

12.10 Networking Lunch

### 1.30 Understanding German legislation and increased regulatory enforcement

- Familiarising yourself with European and German legislation
- The need for improved transparent information and the new information to patients proposal of the European Commission
- Codes of conduct, patient and KOL involvement
- Pharmacovigilance and restrictions of advertisement laws
- Creating a compliance team within your organisation to suit the European markets

**Alexander Natz**, Secretary General, **European Confederation of Pharmaceutical Entrepreneurs (EUCOPE)**

### 2.10 Evolution of MSL role in different European markets

- Assessing the changing roles of MSLs
- Dealing with patent expirations and mergers and acquisitions in the industry
- Getting top-level management buy-in for MSLs
- Building deeper relationships in the European market

**David Gillen**, Medical Director, **Celgene**

## IDENTIFYING, BUILDING AND MAINTAINING RELATIONS

### 2.50 Building and maintaining relationships with KOLs

- The need for trust between industry, academia, physicians and the wider public
- Maintaining relationships with KOLs and the increasing importance of early-stage development KOLs
- Balancing and delivering your business needs with your KOL's needs
- Looking ahead: the future role of KOLs in your organisation

**Ales Kminek**, Medical Marketing Director, **AstraZeneca**

3.30 Afternoon Tea

### 3.50 Getting the relationship right: Interaction between KOL and the pharmaceutical industry

- Reviewing the state of the relationship between pharma and the medical research community
- Evolving new approaches to working together for the benefit of medicine
- Ensuring a flexible and customised program that fits the unique needs of each key opinion leader
- Identifying where the challenge currently lies in the relationship and rectifying this through effective management

**Keith Allan**, Head of Global Advocacy, **Novartis**

## STAKEHOLDER RELATIONS

### 4.30 Stakeholder Relations: What is it? What is the value?

- Stakeholder Relations Environmental changes and challenges
- Standardising Stakeholder Relations business and engagement planning
- Effective interaction with key stakeholder groups
- Joint presentation with a key Stakeholder on effective interaction

**Johanna Jarvis**, Managing Director, **Jarvis Consulting** & **Tim Curry**, Assistant Head of Nursing, **Royal College of Nursing**

5.30 Chairman's Closing Remarks and Close of Day One

Register online at [www.kol-uk.co.uk](http://www.kol-uk.co.uk) • Alternatively fax you

## Who should attend:

*Chief Executives, Vice Presidents, Heads, Directors, and Project Leaders of*

- Medical Science Liaisons, MSLs
- Medical Affairs, Scientific Affairs
- Medical Advisors, Scientific Advisors
- KOL Development, KOL Relationships
- Key Opinion Management
- External Speaker Faculty Management
- Medical Communications
- Clinical Outcomes
- Scientific Affairs
- Medical Education
- External Stakeholder Management/Liaison
- Programme/Product/Brand Management
- Marketing
- Professional Education

## SPONSORSHIP AND EXHIBITION OPPORTUNITIES

SMi offer sponsorship, exhibition, advertising and branding packages, uniquely tailored to complement your company's marketing strategy. Prime networking opportunities exist to entertain, enhance and expand your client base within the context of an independent discussion specific to your industry. Should you wish to join the increasing number of companies benefiting from sponsoring our conferences please call: Alia Malick on +44 (0) 20 7827 6168 or email: [amalick@smi-online.co.uk](mailto:amalick@smi-online.co.uk)

### Want to know how you can get involved?

Interested in promoting your pharmaceutical services to this market? Contact Margaret Mugema, SMi Marketing on +44 (0) 207 827 6072, or email [mmugema@smi-online.co.uk](mailto:mmugema@smi-online.co.uk)

Supported by



8.30 Re-registration and Coffee

9.00 Chairman's opening remarks  
**David Gillen**, Medical Director, **Celgene**

## TRANSPARENCY, LEGISLATION AND ETHICS

### 9.10 KEYNOTE ADDRESS

#### Adopting a culture of transparent engagement and collaborations with pharmaceuticals

- Why transparency regarding KOL/pharma interactions benefits everyone involved
- What can KOLs offer healthcare professionals
- What can healthcare professionals offer the industry when interacting with MSLs
- How an MSL/KOL guidance can help all involved

**Neil Ranasinghe**, Medical Sciences Manager, Oncology, Immunology & Neuroscience, **Bristol-Myers Squibb**

### 9.50 The implications of the Bribery Act 2010 for pharmaceutical/healthcare companies' relationships with KOLs

- Overview of the main aspects of the Bribery Act
- The relevance of the Bribery Act to KOL relationships
- The practical implications for KOL relationships
- Effective procedures for ensuring compliance

**Shaul Brazil**, Barrister, **BCL Burton Copeland**

10.30 Morning Coffee

### 10.50 Engaging with Patient Opinion Leaders (POLs)

- New legislation and how this will effect KOL relations
  - Will Patient Opinion Leaders (POLs) replace KOLs
  - How to get these groups on board
  - How do patient organisations feel about engaging
- Susanna Palkonen**, EFA Executive Officer / EPF Vice President, **European Federation of Allergy and Airways Diseases Patients Associations**

## SOCIAL AND DIGITAL MEDIA

### 11.30 Developing on-line communities and creating a KOL network

- Identifying how in-line communities can deliver better patient-care
- Examples of on-line communities
- What are the key performance indicators
- The future of on-line networks for pharmaceutical companies and KOLs

**Philippe Fonjallaz**, Medical Affairs, **Merck Serono**

12.10 Networking Lunch

### 1.30 Social and digital revolution and KOL communications

- Harnessing social media to build stronger relationships with stakeholders
- Exploring the requirements needed for a successful social media strategy
- Using social media as part of a wider digital communications strategy
- The evolving use of social media: benefits and pitfalls

**Lurdes Reis**, Marketing Manager, **Bayer**

## DEVELOPING A KOL MANAGEMENT PROGRAM

### 2.10 Developing a KOL management program for your organisation

- Understanding the key needs required for developing a KOL program
- Making it work: implementing the program internally
- Overcoming change management issues

**Audrey Craven**, President, **European Federation of Neurological Associations (EFNA)**

### 2.50 Measuring the success of your KOL program

- Measuring internal success: identifying and engaging with your KOL
- Demonstrating the success to management
- Predicting future success

**Sanjita Panchal**, Medical Scientific Liaison, **Merck**

3.30 Afternoon Tea

### 3.50 Assessing the current value of KOLs in your organisation

- Understanding how KOLs are identified and used before attempting any measurement
- Re-positioning KOLs current status to give maximum value
- Setting measurement objectives based on the outcome of a KOL audit

**Michal Konstacky**, Medical Affairs Director, **Takeda**

### 4.30 Alternative strategies for higher cost drugs

- New environment, new opportunities
- Providing more than just a drug
- Demonstrating value

**Miriam George**, CEO, **PDC Healthcare** & **Raman Aulakh**, Director, **The Ashcroft Clinic – Private Hospital Facility**

### 5.10 Chairman's Closing Remarks and Close of Day Two

For registration to +44 (0)870 9090 712 or call +44 (0)870 9090 711

## SMi's Pharmaceutical Forward Planner 2012

<b>APRIL</b> 16-17 18-19	Asthma & COPD Pharmaceutical Portfolio & Lifecycle Management	<b>JULY</b> 2-3 9-10 9-10	KOL Management and MSL Best Practice in Europe (Switzerland) ADMET Social Media in the Pharmaceutical Industry	<b>OCTOBER</b> 3-4 8-9 22-23 24-25	Partnerships with CROs Pharmaceutical Orphan Drugs COPD: Novel Therapeutics and Management Strategies Point of Care Diagnostics - Market Opportunities and Technology Trends	<b>5-6</b> 28-29	Clinical Trials in CNS Diabetes
<b>MAY</b> 14-15 21-22 22-23 23-24	Generics, Supergenerics and Patent Strategies Pain Therapeutics Clinical Trial Logistics ADC Summit 2012	<b>11-12</b>	BioBanking	<b>29-30</b>	European Pharmaceutical Pricing & Reimbursement	<b>DECEMBER</b> 3-4	Cold Chain Distribution
<b>JUNE</b> 11-12	RNAi & Nanotechnology	<b>SEPTEMBER</b> 17-18 19-20 24-25 26-27	Next Generation Sequencing Cancer Vaccines Biosimilars and Biobetters KOL Management	<b>NOVEMBER</b> 5-6	Cell Based Assays	All conferences take place in central London, UK – unless indicated otherwise in brackets	

## HALF-DAY PRE-CONFERENCE WORKSHOP

Tuesday 25th September 2012

8.30am – 12.45pm

Copthorne Tara Hotel, London

### A: Building and Sustaining Relationships with Patient Advocacy Groups

Workshop Leader:

**Shaul Brazil**, Barrister, BCL Burton Copeland

In association with



#### Overview of workshop

Pharmaceutical/healthcare companies' relationships with KOLs have been under the compliance spotlight for a number of years. Numerous regulations have been imposed around the world to seek to impose greater transparency. The UK's Bribery Act 2010, however, transcends industry-specific regulations. The Act has profound implications for anyone conducting business within the UK and for anyone connected with the UK who conducts business overseas. This workshop will examine the interplay of the Act with pharmaceutical/healthcare companies' relationships with KOLs.

#### Why you should attend:

If you are a KOL, MSL, business leader, marketer or communicator in a pharmaceutical company, you will leave this workshop with a clear vision of your own pathway to successful KOL engagement and an action plan to take the first steps on that path.

#### Programme

Each of the following modules will include practical, real-world researched case studies, practical application and a personal action plan. You will learn from presented case studies and best practice, and you will be encouraged to share experiences and ideas with other participants.

**8.30 Registration & Coffee**

**9:00 Welcome, introduction and workshop plan**

**9:10 Overview of the main offences under the Bribery Act**

- Paying or receiving a bribe
- Bribery of foreign public officials
- Failing to prevent bribery

**10.00 Liability and the jurisdictional reach of the Act**

- Individuals and companies
- Conduct outside of the UK

**10.45 Morning tea**

**11.00 Relevance of the Act to KOL relationships**

- Are KOLs foreign public officials?
- Meaning of 'improper performance'
- Possible pitfalls

**11.45 Effective procedures for ensuring compliance**

- Examination of the 'adequate procedures' companies can implement to ensure compliance with the Act

**12.30 Discussion**

**12.45 Close of workshop**

#### About the workshop host



**Shaul Brazil** specialises in business crime and regulation. He has particular experience in serious fraud, corruption and contentious financial services regulation. His practice also encompasses cartel defence, extradition and mutual legal assistance, money laundering and all matters relating to the proceeds of crime.

Shaul has acted in many high profile investigations and prosecutions/proceedings brought by agencies including the Serious Fraud Office, the Financial Services Authority, HM Revenue and Customs, the Serious Organised Crime Agency, the US Department of Justice and the Society of Lloyd's.

Shaul is a regular speaker at conferences, has authored articles for numerous publications and is a contributing author to the first edition of *"Serious Economic Crime – A boardroom guide to prevention and compliance"*, published by the Serious Fraud Office.

#### About the organisation

Based in London, BCL Burton Copeland is a market leader and a pre-eminent firm of solicitors in the UK providing specialist advice and representation to commercial organisations and individuals nationally and internationally, in the areas of corruption, sanctions, cartels and other business crime and regulatory enforcement and compliance.

We are top ranked by Chambers UK and/or The Legal 500 in these areas and also ranked as a leading firm in the UK in Health & Safety, particularly in relation to corporate manslaughter and fatal accidents, and Commercial & Regulatory Investigations. [www.bcl.com](http://www.bcl.com)



## HALF-DAY PRE-CONFERENCE WORKSHOP

Tuesday 25th September 2012

1.30pm – 5.30pm

Copthorne Tara Hotel, London

### B: Engaging KOLS in Market Access

Workshop Leader:

Miriam George, CEO, PDC Healthcare

In association with



#### Overview of workshop

A best practice approach to “arming” KOLS who want to help make drugs available to patients at national or local level. This includes clinical and “payer” KOLs. Example case studies will be discussed from which we can develop strategies.

#### Why you should attend:

PDC Healthcare has been gaining unparalleled formulary success, with over 20 formulary and funding successes per month for the last 12 years plus many HTA successes. The role of traditional clinical and non traditional payer KOLs is vital in these successes. This workshop is a chance to pool the knowledge of PDC experience and that of the attendees to inform your plans and come up with a “best practice” way of working.

#### Programme

1.30	Registration & coffee
2.00	Welcome & introductions
2.10	The concept of and origins of “best practice systems”
2.45	Case study examples
3.45	Afternoon Tea
4.00	The Scenario brief
4.45	Developing the plan to work with KOLs
5.15	Discussion session
5.30	Close of workshop

#### About the workshop hosts



**Stephen Goundrey-Smith** qualified as a pharmacist in 1989, and subsequently gained an MSc in Information Science at City University, London. He has worked as a hospital pharmacist, in medical affairs in the pharmaceutical industry, as a prescribing and pharmacy analyst in the healthcare IT industry, and as the pharmacy IT specialist at the Royal Pharmaceutical Society. He is now a consultant in pharmaceutical market access and pharmacy informatics with PDC Healthcare Ltd. He has published widely on pharmacy and healthcare IT issues.



**Miriam George** founded PDC Healthcare Ltd in 2000 and leads the company in delivering a range of services including consultancy to pharma and health services. The company is also a provider of health services and provision of asset based finance in the health sector.

#### About the organisation

PDC Healthcare is the Healthcare division of the People Development Company. Miriam George set up the company in 2000 to help optimise healthcare for patients.

- Supporting and facilitating professionals and organisations in the health service to thrive in the culture of continuous change.
- Enhancing communication between healthcare professionals and communities
- Empowering individuals to take responsibility for health related matters.
- Enabling suppliers of goods and services to succeed in the changing Health Service environment.

The team includes pharmacists, prescribers and health service managers as well as senior directors and managers from pharmaceutical and biotech companies.

# KOL MANAGEMENT

Conference: Wednesday 26th & Thursday 27th September 2012, Copthorne Tara Hotel, London, UK

Workshops: Tuesday 25th September 2012, London, UK

## 4 WAYS TO REGISTER

www.kol-uk.co.uk

**FAX** your booking form to +44 (0) 870 9090 712  
**PHONE** on +44 (0) 870 9090 711

**POST** your booking form to: Events Team, SMi Group Ltd, 2nd Floor South, Harling House, 47-51 Great Suffolk Street, London, SE1 0BS, UK

### EARLY BIRD DISCOUNT

- ☐ Book by 31st May to receive a £300 off the conference price  
☐ Book by 29th June to receive a £100 off the conference price

### CONFERENCE PRICES

I would like to attend: (Please tick as appropriate)	Fee	Total
<input type="checkbox"/> Conference & 2 Workshops	£2697.00 + VAT	£3236.40
<input type="checkbox"/> Conference & 1 Workshop	£2098.00 + VAT	£2517.60
<input type="checkbox"/> Conference only	£1499.00 + VAT	£1798.80
<input type="checkbox"/> 1 Workshop only	£599.00 + VAT	£718.80
<input type="checkbox"/> 2 Workshops	£1198.00 + VAT	£1437.60

Workshop A ☐ Workshop B ☐

#### PROMOTIONAL LITERATURE DISTRIBUTION

- ☐ Distribution of your company's promotional literature to all conference attendees **£999.00 + VAT £1198.80**

#### GROUP DISCOUNTS AVAILABLE

The conference fee includes refreshments, lunch, conference papers and access to the Document Portal containing all of the presentations.

### VENUE Copthorne Tara Hotel, Scarsdale Place, Kensington, London W8 5SR

- ☐ Please contact me to book my hotel

Alternatively call us on +44 (0) 870 9090 711,  
email: hotels@smi-online.co.uk or fax +44 (0) 870 9090 712

### DOCUMENTATION

I cannot attend but would like to purchase access to the following Document Portal/paper copy documentation	Price	Total
<input type="checkbox"/> Access to the conference documentation on the Document Portal	£499.00 + VAT	£598.80
<input type="checkbox"/> The Conference Presentations – paper copy (or only £300 if ordered with the Document Portal)	£499.00 -	£499.00

### PAYMENT

Payment must be made to **SMi Group Ltd**, and received before the event, by one of the following methods **quoting reference P-044 and the delegate's name. Bookings made within 7 days of the event require payment on booking, methods of payment are below. Please indicate method of payment:**

- ☐ **UK BACS** Sort Code **300009**, Account **00936418**  
☐ **Wire Transfer** Lloyds TSB Bank plc, 39 Threadneedle Street, London, EC2R 8AU  
Swift (BIC): **LOYDGB21013**, Account **00936418**  
IBAN **GB48 LOYD 3000 0900 9364 18**  
☐ **Cheque** We can only accept Sterling cheques drawn on a UK bank.  
☐ **Credit Card** ☐ Visa ☐ MasterCard ☐ American Express  
All credit card payments will be subject to standard credit card charges.

Card No:

Valid From   /   Expiry Date   /

CVV Number    3 digit security on reverse of card, 4 digits for AMEX card

**Cardholder's Name:**

**Signature:**  **Date:**

I agree to be bound by SMi's Terms and Conditions of Booking.

**Card Billing Address (If different from above):**

### VAT

VAT at 20% is charged on the attendance fees for all delegates. VAT is also charged on Document Portal and Literature Distribution for all UK customers and for those EU customers not supplying a registration number for their own country here:

**Unique Reference Number**

**Our Reference**

LVP-044

### DELEGATE DETAILS

Please complete fully and clearly in capital letters. Please photocopy for additional delegates.

**Title:**  **Forename:**

**Surname:**

**Job Title:**

**Department/Division:**

**Company/Organisation:**

**Email:**

**Company VAT Number:**

**Address:**

**Town/City:**

**Post/Zip Code:**  **Country:**

**Direct Tel:**  **Direct Fax:**

**Mobile:**

**Switchboard:**

**Signature:**  **Date:**

I agree to be bound by SMi's Terms and Conditions of Booking.

#### ACCOUNTS DEPT

**Title:**  **Forename:**

**Surname:**

**Email:**

**Address (if different from above):**

**Town/City:**

**Post/Zip Code:**  **Country:**

**Direct Tel:**  **Direct Fax:**

### Terms and Conditions of Booking

**Payment:** If payment is not made at the time of booking, then an invoice will be issued and must be paid immediately and prior to the start of the event. If payment has not been received then credit card details will be requested and payment taken before entry to the event. Bookings within 7 days of event require payment on booking. Access to the Document Portal will not be given until payment has been received.

**Substitutions/Name Changes:** If you are unable to attend you may nominate, in writing, another delegate to take your place at any time prior to the start of the event. Two or more delegates may not 'share' a place at an event. Please make separate bookings for each delegate.

**Cancellation:** If you wish to cancel your attendance at an event and you are unable to send a substitute, then we will refund/credit 50% of the due fee less a £50 administration charge, providing that cancellation is made in writing and received at least 28 days prior to the start of the event. Regrettably cancellation after this time cannot be accepted. We will however provide the conferences documentation via the Document Portal to any delegate who has paid but is unable to attend for any reason. Due to the interactive nature of the Briefings we are not normally able to provide documentation in these circumstances. We cannot accept cancellations of orders placed for Documentation or the Document Portal as these are reproduced specifically to order. If we have to cancel the event for any reason, then we will make a full refund immediately, but disclaim any further liability.

**Alterations:** It may become necessary for us to make alterations to the content, speakers, timing, venue or date of the event compared to the advertised programme.

**Data Protection:** The SMi Group gathers personal data in accordance with the UK Data Protection Act 1998 and we may use this to contact you by telephone, fax, post or email to tell you about other products and services. Unless you tick here ☐ we may also share your data with third parties offering complementary products or services. If you have any queries or want to update any of the data that we hold then please contact our Database Manager databasemanager@smi-online.co.uk or visit our website www.smi-online.co.uk/updates quoting the URN as detailed above your address on the attached letter.

If you have any further queries please call the Events Team on tel +44 (0) 870 9090 711 or you can email them at events@smi-online.co.uk