7th Annual
KOL/Thought Leader Engagement and ADVISORY BOARDS Summit

Strategies for Thought Leader and Advisory Board Identification, Recruitment and Innovation in a Post-Sunshine Act Era

June 15-16, 2016 | Wyndham Philadelphia Historic District | Philadelphia, PA

KOL Perspective:
A Thought Leader's Perspective on Techniques for Industry to Demonstrate Value when Communicating Medical and Scientific Information

Peter R. Kowey, M.D., FACC, FHRS, FAHA, Professor of Medicine and Clinical Pharmacology, JEFFERSON MEDICAL COLLEGE, Chief, Division of Cardiovascular Diseases, MAIN LINE HEALTH SYSTEM, The William Wikoff Smith Chair in Cardiovascular Research, LANKENAU HOSPITAL AND MEDICAL RESEARCH CENTER

Featured Case Study:
How GE Healthcare Assembled and Currently Manages the Medical Advisory Board for the Head Health Initiative with the National Football League

Victor Miranda, M.D., MBA, Chief Medical Officer - Neurology, GE HEALTHCARE

Featured Panel Leader:
The Role of the Advisory Board Post-Launch

Brandi Howard, Ph.D., Vice President, Global Medical Affairs, EVOFEM

Key Learning Objectives:
- Maintain transparency throughout the engagement, contracting and assessment of fair market value for KOLs
- Quantify quality KOL interactions and properly disseminate data to key stakeholders
- Evaluate the role of culture change in the identification and engagement of thought leaders
- Examine the role of digital and virtual technologies in relationship management with KOLs and compare them to in-person interactions
- Streamline communication practices between clinical and commercial teams to efficiently manage KOL engagement

Targeted Tracks on Thought Leader Innovations

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<tr>
<th>KOL Engagement Track</th>
<th>Advisory Board Management Track</th>
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| Co-Chairperson
Raksha Shah, Director, Global External Partnerships, BIOMEDGEN | Co-Chairperson
Natalia Borinshany, M.D., Ph.D., Former Vice President HCV Launch Team, ABBVIE |
| Vinit Mehta, Manager, Stakeholder Engagement, NOVO NORDISK | Lisa Snyder, Head, Program and Engagement Center, BRISTOL-MYERS SQUIBB |
| Deanine Hallman, Ph.D., Senior Manager, Medical Affairs, ELEKTA | Larry Kaiser, M.D., FACS, President and Chief Executive Officer; Dean of the Medical School, TEMPLE UNIVERSITY HEALTH SYSTEM |

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To Register Call: Joel Nunez 917-258-5157 | jnunez@exlevents.com
Dear Colleague,

Expert guidance is essential to a drug or product life cycle, from R&D to postmarket. Pharmaceutical, biotechnology and medical device organizations rely on thought leaders, known as Key Opinion Leaders (KOLs), to evaluate and report on products’ effectiveness and likelihood of being used. Historically, KOLs have been high-profile physicians who often speak at events, author papers and are the first to use experimental therapies.

However, the term KOL has recently come under further scrutiny. First, the term itself has earned negative connotations, as it is associated with physicians being awarded honoraria in exchange for drug endorsements. Second, recent legislation regarding the Sunshine Act has explored the expansion of these provisions to include midlevel healthcare providers, such as nurse practitioners and physician assistants, demonstrating that industry is looking to work with all levels of thought leaders and KOLs.

The 7th KOL/Thought Leader Engagement & Advisory Boards Summit explores two key components of expert medical and scientific guidance. Thought leaders, both individually and collectively as an advisory board, need to be sourced, engaged and managed according to regulations, and their compensation must comply with Sunshine Act guidelines. Key issues affecting life science companies’ use of KOLs include transparent reporting of financial compensation, proper engagement of physicians and the processing of information by an MSL to its host company. In addition, with the perception that KOLs are bought and paid for by industry, the question of renaming and redefining what a KOL is must be explored.

This two-day summit features an innovative approach, where attendees interested in all aspects of compliant medical information acquisition will gather for a day of general session presentations on pressing challenges and developments among KOLs. The second day will feature a two-tracked format that focuses on the uses of KOLs by specifically targeting topics, such as innovative yet compliant engagement techniques and the use of patient perspective on advisory boards.

Sincerely,

Derek O’Connor
Conference Production Director
doconnor@exlevents.com

VENUE INFO:
Wyndham Philadelphia Historic District
400 Arch Street | Philadelphia, PA 19106

Wyndham Philadelphia Historic District is a contemporary urban hotel with an inviting mix of high-tech spaces and contemporary décor that reflects the Old City charm. Located in Philadelphia’s historic district and surrounded by treasures of American heritage, this hotel is an inviting destination where vacation and business travelers can work, relax, dine, meet and embrace the culture of the City of Brotherly Love.

If you require overnight accommodations please contact the hotel. To make reservations guests can call 1-877-999-3223 and request the group rate for “ExL’s June Meetings.” The group rate is available until Tuesday, May 24, 2016. Please book your room early as rooms available at this rate are limited.

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Who Should Attend?
This conference is designed for representatives from pharmaceutical, biotechnology and medical device companies with responsibilities in the following areas:
- KOL Relationship Management/Development
- Opinion/Thought Leader Relations
- Medical Science Liaisons
- Advisory Board Management
- Brand/Product Management
- Medical and Professional Affairs
- Medical and Professional Education
- Scientific/Medical Communication, Relations and Affairs
- Speaker Bureau Training/Management
- Speaker Programs
- Professional Education/Programs
- Global Relations
- Compliance, Legal and Regulatory
- Business Development
- CRM Systems
- Sales and Marketing
- Professional Relations
- External Affairs
- Stakeholder Relations/Outreach
- Medical Publications
- Physician Education/Outreach
- Promotional Regulatory Affairs
- Government Relations/Affairs

This conference is also of interest to:
- KOL Identification and Mapping Services
- KOL Management, Social Network Analysis (SNA) or KOL Identifiers
- KOL Technology/Software Providers
- Digital Advisory Board Service Providers
- Conferencing Software Providers
- Communication and Public Speaking Bureaus
- Law Firms
- Aggregate Spend Service Providers

SPONSORSHIP:
The 7th KOL/Thought Leader Engagement & Advisory Boards Summit is a leading conference for professionals active in life sciences/healthcare marketing. Consider sponsoring or exhibiting at this event if your organization is interested in networking and forming lasting relationships with industry executives.

Contact Senior Business Development Manager Eric Morrin at 212-400-6228 or emorrin@exlevents.com to learn more.

To Register Call: Joel Nunez 917-258-5157 | jnunez@exlevents.com
Day One | Wednesday, June 15, 2016

8:00  Registration and Continental Breakfast
8:45  Co-Chairpersons’ Opening Remarks

Raksha Shah, Director, Global External Partnerships, BIOGEN
Natalia Borinshteyn, M.D., Ph.D., Former Vice President HCV Launch Team, ABBVIE

9:00  KOL KEYNOTE: A Thought Leader’s Perspective on Techniques for Industry to Demonstrate Value when Communicating Medical and Scientific Information
• Hear a firsthand perspective on ways the industry can communicate medical value to physicians outside of financial compensation
• Analyze the different engagement techniques used by MSLs versus account managers and determine which role a KOL prefers to deal with
• Learn what advisory functions thought leaders are most inclined to embark upon

Peter R. Kowey, M.D., FACC, FHRS, FAHA, Professor of Medicine and Clinical Pharmacology, JEFFERSON MEDICAL COLLEGE, Chief, Division of Cardiovascular Diseases, MAIN LINE HEALTH SYSTEM, The William Wikoff Smith Chair in Cardiovascular Research, LANKENAU HOSPITAL AND MEDICAL RESEARCH CENTER

9:45  CASE STUDY: How GE Healthcare Assembled and Currently Manages the Medical Advisory Board for the Head Health Initiative with the National Football League
• Hear from the advisory board’s chair on the partnership between GE Healthcare and the NFL, including KOL recruitment, logistics and mission definition
• Examine the effects of a highly publicized issue on advisory board deliverables for product development
• Review methods to manage stakeholder expectations and learn how to report the data in medical publications, congressional presentations and abstracts
• Create a publication strategy associated with all results obtained, including who will be first and last author

Victor Miranda, M.D., MBA, Chief Medical Officer - Neurology, GE HEALTHCARE

10:30  Internal Teaming and Change Management for KOL Engagement
• How to create a sense of urgency and communicate the vision
• Approaches to obtain the resources you need to successfully engage with KOLs
• How to remove obstacles and overcome barriers
• Ways to anchor these changes in your corporate culture

Jeff Sears, Executive Director, AVANT HEALTHCARE

11:00  Networking Break

11:30  Development of a Strategic Engagement Approach
• Find the best KOLs to impact thinking about specific scientific issues
• Leverage data to work around restricted accounts, payment caps and unavailable KOLs
• Optimize Ad Board selection to obtain maximum knowledge capture and insight

Tony Page, Chief Executive Officer, VOXX ANALYTICS

12:00  PANEL: Use of Alternative Stakeholders in Advisory Boards to Enhance Insights
• Explore the shift away from the term “Key Opinion Leader,” analyze its negative connotations and pinpoint alternatives that allow for additional perspectives
• Discuss the use of payers and patients in advisory boards and how their insights can be used to develop a treatment strategy agreed upon by all stakeholders
• Identify the roles and responsibilities of leadership positions — such as the medical director and partnerships team — in driving the advisory board

Panelists:
Raksha Shah, Director, Global External Partnerships, BIOGEN
Natalia Borinshteyn, M.D., Ph.D., Former Vice President HCV Launch Team, ABBVIE
Jenny Choi, Pharm.D., Associate Medical Director, BIOGEN

12:45  Luncheon
1:45  Leverage Technology for Optimal Stakeholder Engagement
• Highlight barriers that have plagued pharmaceutical organizations’ ability to engage stakeholders, such as geographic location, travel-related issues and scheduling
• Learn how technology is creating the environment for possibility thinking — for new ways to address logistical challenges
• Incorporate tools that allow for peer-to-peer learnings and discussions, seamless resource dissemination, and interaction between all participants in a compliant and trusted environment

Lance Hill, Chief Executive Officer, WITHIN

2:15  Use of Medical and Scientific Information to Influence Internal Key Opinion Leaders
• Understand the role of medical affairs teams in the engagement of internal stakeholders, such as medical directors and scientific affairs leaders
• Compare strategies used to engage external KOLs with those internally
• Outline strategies for funneling field medical teams’ information to headquarters

Gigi Shafai, Pharm.D., Associate Director, Medical Information Management - Medical Scientific Affairs, IRONWOOD PHARMACEUTICALS

2:45  CASE STUDY: Incorporation of Thought Leader Point of View Into an Engagement and Management Strategy
• Consider the internal value propositions of your KOLs and what they might mean to your business
• Discuss the role of “passion” and its relationship to quality insights and commitment
• Question how do these insights shape a KOL engagement strategy

David Stauffer, Product Brand Director, Rheumatology, ELI LILLY

3:15  Networking Break

3:45  Assess the Value of Quantitative & Qualitative Metrics to Help Identify and Engage KOLs
• Hear findings from an analysis of nearly a million data points comprised of 1,000 KOLs across 10 therapeutic areas
• Decipher which quantitative metrics and characteristics correlate most closely to “KOL status”
• Address the disparity between qualitative and quantitative metrics and if the former adds anything beyond the latter
• Determine whether the above applies when seeking to identify specific KOL sub-groups, such as digital KOLs, rising stars and orphan diseases
• Apply these findings to create in-house protocols to conduct first-pass identification and validation of KOLs easily and efficiently

Dr. Sanjay Singvhi, Director, SYSTEM ANALYTIC

4:15  Differences Between Big Pharma and Small Biotech Regarding KOL Engagement Approaches
• Identify the different needs and objectives for KOL engagement between big pharma and small biotech
• Learn pre-commercialization strategies and how to maximize a limited budget
• Discuss how small companies can compete for KOL share of voice

Katie MacFarlane, PharmD, Chief Commercial Officer, AGILE THERAPEUTICS

Elizabeth Garner, M.D., MPH, Chief Medical Officer and Senior Vice President, AGILE THERAPEUTICS

5:00  Conference Day One Concludes

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<table>
<thead>
<tr>
<th>Time</th>
<th>KOL ENGAGEMENT TRACK</th>
<th>ADVISORY BOARD MANAGEMENT TRACK</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Chairperson's Opening Remarks and Recap of Day One</td>
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<tr>
<td>9:00</td>
<td>Raksha Shah, Director, Global External Partnerships, BIOGEN</td>
<td>Natalia Borinshteyn, M.D., Ph.D., Former Vice President HCV Launch Team, ABBVIE</td>
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<tr>
<td>9:15</td>
<td>Techniques to Report and Disseminate Unfavorable Feedback from KOLs</td>
<td>PANEL: Techniques to Maintain Transparency Throughout the Establishment of Fair Market Value for Advisory Boards</td>
</tr>
<tr>
<td>9:15</td>
<td>• Determine how to gather key insights from KOLs</td>
<td>• Recognize common challenges in communicating fair market value to thought leaders during the contracting phase</td>
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<td>9:15</td>
<td>• Learn how to efficiently and comprehensively report key findings back to the host organization</td>
<td>• Select metrics for developing a stratification model to evaluate KOLs</td>
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<td>9:15</td>
<td>• Highlight opportunities and challenges with reporting insights that are not favorable to the company</td>
<td>• Understand the effects of fair market value on internal operations for engaging KOLs</td>
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<td>9:15</td>
<td>Evan Riddle, Principal Medical Science Liaison, BIOGEN</td>
<td>Panelists:</td>
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<tr>
<td>10:00</td>
<td>PANEL: Innovations in the Development and Implementation of a Thought Leader Identification, Access and Management Strategy</td>
<td>Lisa Snyder, Head, Program and Engagement Center, BRISTOL-MYERS SQUIBB</td>
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<td>10:00</td>
<td>• Discuss the evolution of thought leader identification and the perception of the term “Key Opinion Leader”</td>
<td>Ensure Compliance Throughout the KOL Engagement Process for Advisory Boards and Multiple Thought Leader Activities</td>
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<td>10:00</td>
<td>• Identify the concerns and expectations of thought leaders, convey them to organizational stakeholders, and respond accordingly</td>
<td>• Learn common compliance and transparency issues when contracting thought leaders and develop a mitigation plan</td>
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<td>10:00</td>
<td>• Explore the use of digital engagement and meeting technology and compare their value to that of in-person interactions</td>
<td>• Realize the role and value of a compliance representative’s presence at advisory board meetings</td>
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<td>10:00</td>
<td>Panelists:</td>
<td>• Implement a monitoring program for commercial and clinical teams throughout the engagement and management processes</td>
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<td>10:00</td>
<td>Vinit Mehta, Manager, Stakeholder Engagement, NOVO NORDISK</td>
<td>Peter Lee, Compliance Officer and Senior Regulatory Counsel, HERON THERAPEUTICS</td>
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<td>10:00</td>
<td>Sarah Rudy, Manager, Medical Alliances and Grants, VERTEX PHARMACEUTICALS</td>
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<td>10:45</td>
<td>Networking Break</td>
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<td>11:15</td>
<td>An Assessment of KOL Influence in an Expanded Stakeholder Ecosystem</td>
<td>PANEL: Inclusion of Patient and Payer Perspectives on Advisory Boards</td>
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<td>11:15</td>
<td>• Understand how KOLs can shape specific therapeutic areas in varying states</td>
<td>• Assess the value of the patient perspective for consumer use and the value of the payer perspective for cost and value</td>
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<td>11:15</td>
<td>• Evaluate the stakeholder landscape and how it has evolved to include alternative perspectives and midlevel HCPs</td>
<td>• Discuss the use of a collaborative advisory board team that includes payers, providers and patients</td>
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<td>11:15</td>
<td>• Forecast expectations of KOLs in relation to other stakeholders</td>
<td>• Utilize patient perspectives and improvement of outcomes as a tactic to engage a KOL</td>
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<td>11:15</td>
<td>Panelists:</td>
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<td>11:15</td>
<td>Nancy Scaffa, Associate Director, Marketing Services, BRISTOL-MYERS SQUIBB</td>
<td>Deborah Orr, Manager, Contracting and Auditing, BRISTOL-MYERS SQUIBB</td>
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<td>11:15</td>
<td>Carolyn McMicken, Senior Medical Science Liaison, NEUROCRINE BIOSCIENCES</td>
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<tr>
<td>12:00</td>
<td>PANEL: Develop a Thought Leader Engagement Strategy that Aligns Clinical and Commercial Team Strategic Goals</td>
<td>Techniques for Thought Leaders Managing and Developing Advisory Boards</td>
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<tr>
<td>12:00</td>
<td>• Highlight cross-departmental challenges between clinical and commercial teams regarding thought leader engagement</td>
<td>• Understand the importance of ensuring Sunshine Act competence among team members</td>
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<td>12:00</td>
<td>• Pinpoint internal tools and intermediaries used to align mutual objectives and address the role of culture change</td>
<td>• Pinpoint common challenges for new advisory board managers, compared to thought leader engagement</td>
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<td>12:00</td>
<td>• Ensure that both departments are benefiting from thought leader relationships</td>
<td>• Learn how to implement digital technologies when developing an advisory board</td>
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<tr>
<td>12:00</td>
<td>Panelists:</td>
<td>Scott Dinkins, Manager of Consultant Engagement, Worldwide Commercialization Operations, BRISTOL-MYERS SQUIBB</td>
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<tr>
<td>12:00</td>
<td>Raksha Shah, Director, Global External Partnerships, BIOGEN</td>
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<td>12:45</td>
<td>Luncheon</td>
<td>PANEL: Thought Leader Perspectives on Advisory Board Processes</td>
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<td>1:45</td>
<td>Thought Leader Engagement Practices in the Medical Food Industry</td>
<td>• Hear from thought leaders about previous and current advisory board participation in order to craft an engagement strategy</td>
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<td>1:45</td>
<td>• Pinpoint aspects of the medical food industry’s use of thought leaders that are applicable for pharmaceutical and biotechnology organizations</td>
<td>• Compare digital and in-person meeting formats and highlight preferences</td>
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<td>1:45</td>
<td>• Manage relationships with thought leaders without the use of MSLs</td>
<td>• Discuss regulatory and compliance matters, such as the Sunshine Act, and gauge thought leaders’ understanding</td>
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<td>1:45</td>
<td>• Communicate contract requirements to KOLs and integrate legal teams into the management process</td>
<td>Panelists:</td>
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<td>1:45</td>
<td>Rachel Ojha, Director, Medical Affairs, Specialized Pediatrics, NUTRICIA</td>
<td>Larry Kaiser, M.D., FACS, President and Chief Executive Officer, Dean of the Medical School, TEMPLE UNIVERSITY HEALTH SYSTEM</td>
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<td>1:45</td>
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<td>Yurek Paprocki, M.D., MBA, Medical Director, NOVO NORDISK</td>
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CASE STUDY: Use of KOLs for Training and Education Programs in the Medical Device Industry

- Hear about the differences in KOL interactions with pharmaceutical and medical device industries
- Utilize the level of collaborations with physicians to contract for training and educational programs
- Implement information gained from thought leaders into internal operations

Deanine Halliman, Ph.D., Senior Manager, Medical Affairs, ELEKTA

3:15 Chairperson’s Closing Remarks

Raksha Shah, Director, Global External Partnerships, BIOGEN

3:30 Summit Concludes

The Impact of Advocacy Groups Influencing KOL Strategy

- Analyze the growing presence of advocacy groups through social media and digital platforms
- Highlight the advantages advocacy groups have by not falling under Sunshine Act restrictions
- Discuss how advocacy groups can access thought leaders and the challenge this presents to the industry

Natalia Borinshteyn, M.D., Ph.D., Former Vice President HCV Launch Team, ABBVIE

Questions? Comments?

Do you have a question or comment you would like to be addressed at this event? Would you like to get involved as a speaker or discussion leader? Please email Conference Production Director Derek O’Connor at doconnor@exlevents.com.

Pricing information for the 7th KOL/Thought Leader Engagement & Advisory Boards Summit

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<td>REGISTRATION FEE</td>
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<td>TERMS AND CONDITIONS</td>
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<tr>
<td>REGISTRATION FEE</td>
<td>The fee includes the conference, all program materials, and designated continental breakfasts, lunches and refreshments.</td>
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