Welcome!

Evolving Content Practices to Power Personalized KOL Engagement

21st October 2022

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The panelists' statements are their own, and they are not speaking on behalf of their organizations.

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- The following faculty and planning members do disclose financial relationships-
  - *Donna Holder, Wendy Fraser, Jeff Asada, Jessica Wong*
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Educational Objectives

This session will provide a learning opportunity
for our audience by:

1. Discussing the continued evolution and increasing importance of MSLs, and how they are uniquely positioned to deliver personalized KOL scientific exchange experiences

2. Exploring key challenges in achieving optimal personalization, and sharing how an updated and flexible content assembly framework can activate approved assets with ease

3. Reviewing ways to sustain this framework including modern technology support, along with field and MRL (Medical, Regulatory, Legal) design factors to ensure rapid uptake

4. Concluding on the importance of KOL-centricity, fit-for-purpose technology, and cross-functional alignment to achieve this new paradigm, to deliver effective KOL personalization

What do KOLs want in their scientific exchange with MSLs?

Why on-demand personalization matters

New KOL Needs Drive Changes in MSLs' Way of Working

Key Insights from MAPS Field Medical Leadership Group:

Permanent shift to a <u>hybrid</u> engagement model

MSLs need to be <u>agile storytellers</u> and require flexible tools to facilitate this

Growing expectations for <u>self-service</u> content and <u>on-demand MSL support</u>

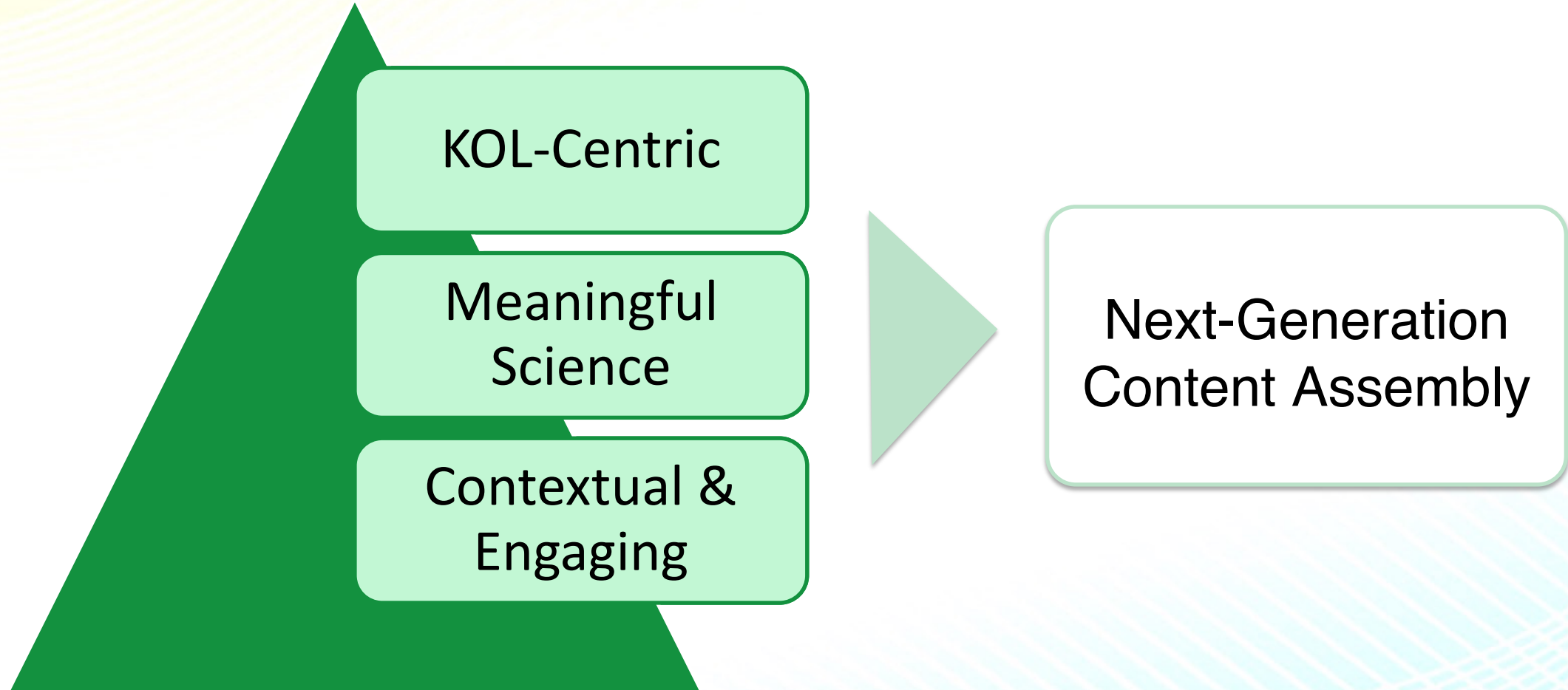Essential to <u>customize</u> stakeholder interactions <u>based on individual needs</u>

Increased need for Field Medical specialist roles

Enhanced stakeholder and network mapping expands reach in a highly targeted manner

Envision Pharma Group Field Medical Leadership Roundtable Report, December 2021

MAPS 2022 NEW ORLEANS
March 20-23

Agile Storytelling via Next-Gen Content Assembly

KOL-Centric

Meaningful Science

Contextual & Engaging

Next-Generation Content Assembly

What does modern content assembly look like and how can it help?
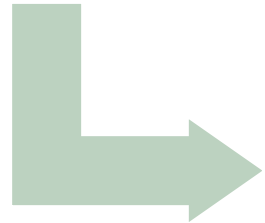
Advance agility with modular assets

Integrating Flexibility/Usability Criteria into Content Assembly

Duration

Any amount of time
- Curate for length of time preferred by HCP
- Then back up with 5, 10, 15 min versions (pre-assembled)

Form

Any format types
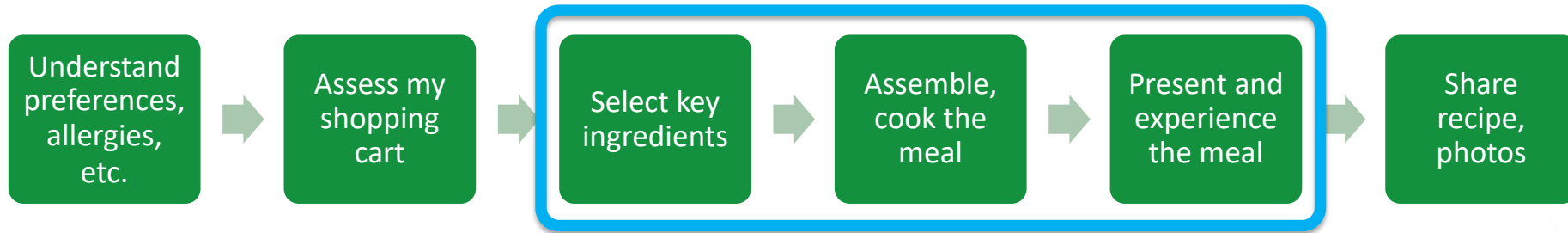- Omnichannel, form-agnostic across approved PDF, PPTX, Video, App, infographics, chat snippets, etc.
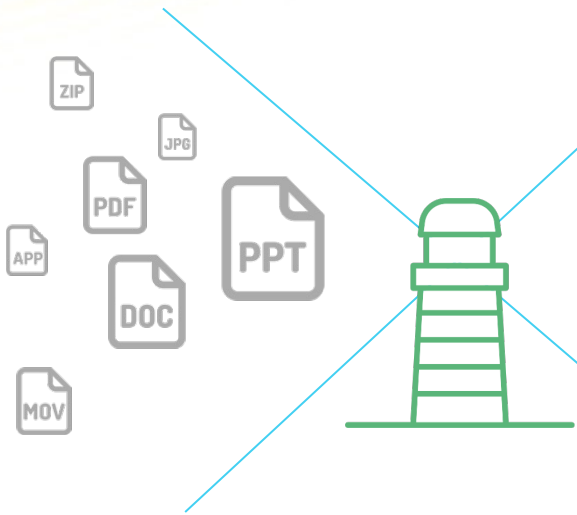
Mode

Anywhere, at any moment
- Omnichannel; on/offline, in-conference modes; hardware & virtual solutions agnostic

Source: MSL agility workshop hosted by Alucio, Inc., at MSLS 10th Annual Conference Sept 2022

Curating a Tailored/Share-able Experience Today

Analogy:
Making a meal for a friend!

Understand preferences, allergies, etc. → Assess my shopping cart → Select key ingredients → Assemble, cook the meal → Present and experience the meal → Share recipe, photos

Defining Modular Content & Associated Assembly To Deliver Tailored/Share-Able Scientific Exchanges

Dr. Burton
In-Office
25-Min
7 Slides

ISI (PDF) | Obj. (PPT) | Trial Design (JPG) | KM Curves (PPT)

Dr. Sajed
Virtual
20-Min
5 Slides

ISI (PDF) | Obj. (PPT) | MOA Video (MOV)

Dr. Tom
Congress
10-Min
3 Slides

PI | Journal (NIH) | Patient Cases (APP)

🔒 Required   🔗 Grouped

Source: Alucio, Inc. Sept 2022

Gaining Deeper Insights on Relevant Modular Interactions

Snippet

Slide

Document

Meeting

- # of Interactions

- Content utilization
- Time spent

- KOL sentiment, rating
- MSL's in-meeting observations
- MSL to flag, bookmark location
- MSL to select via smart drop-downs
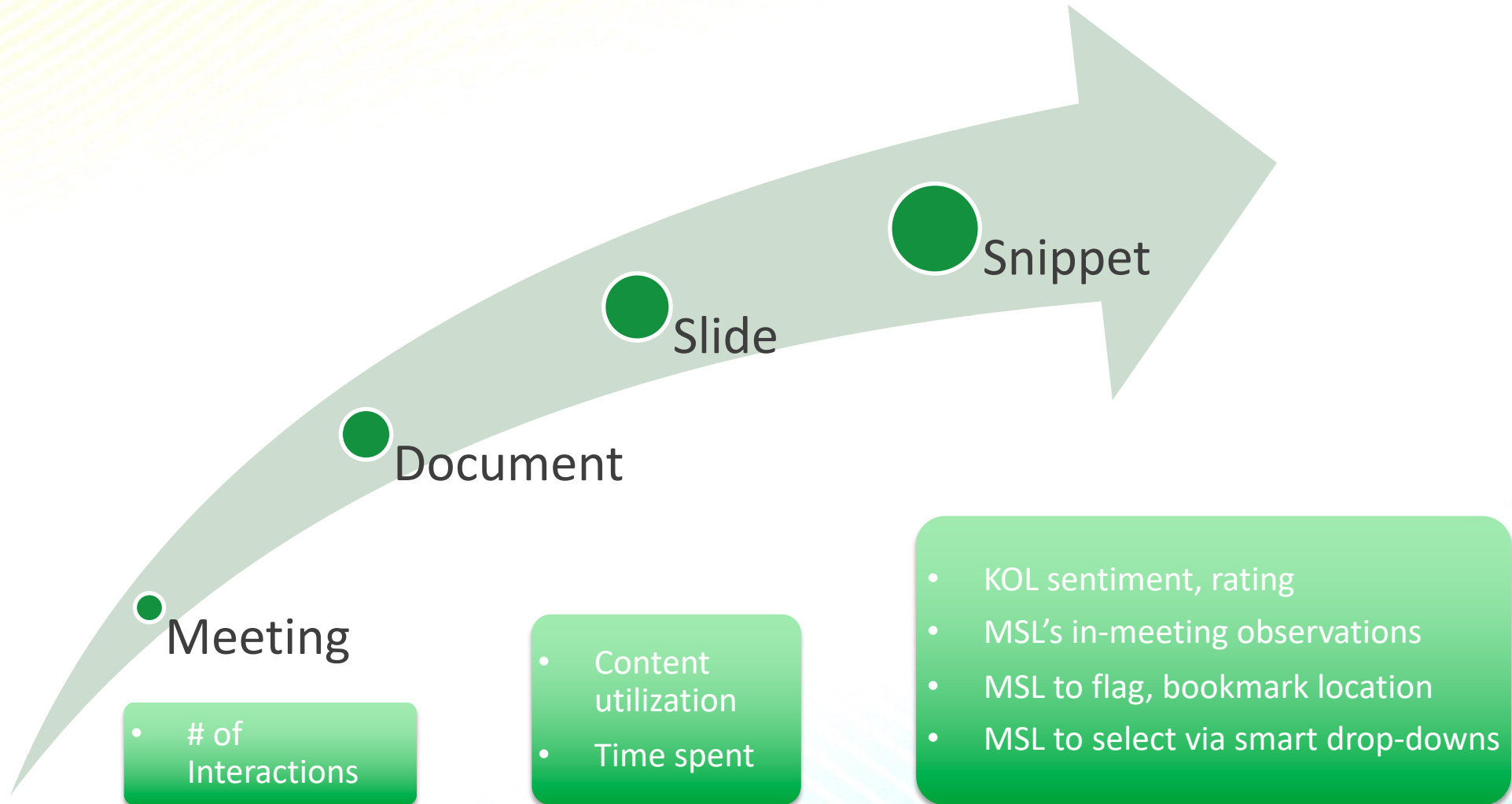
How can we bring internal stakeholders along to deliver on this personalization journey?

We are in it together

Mapping & Empowering Critical Internal Stakeholders
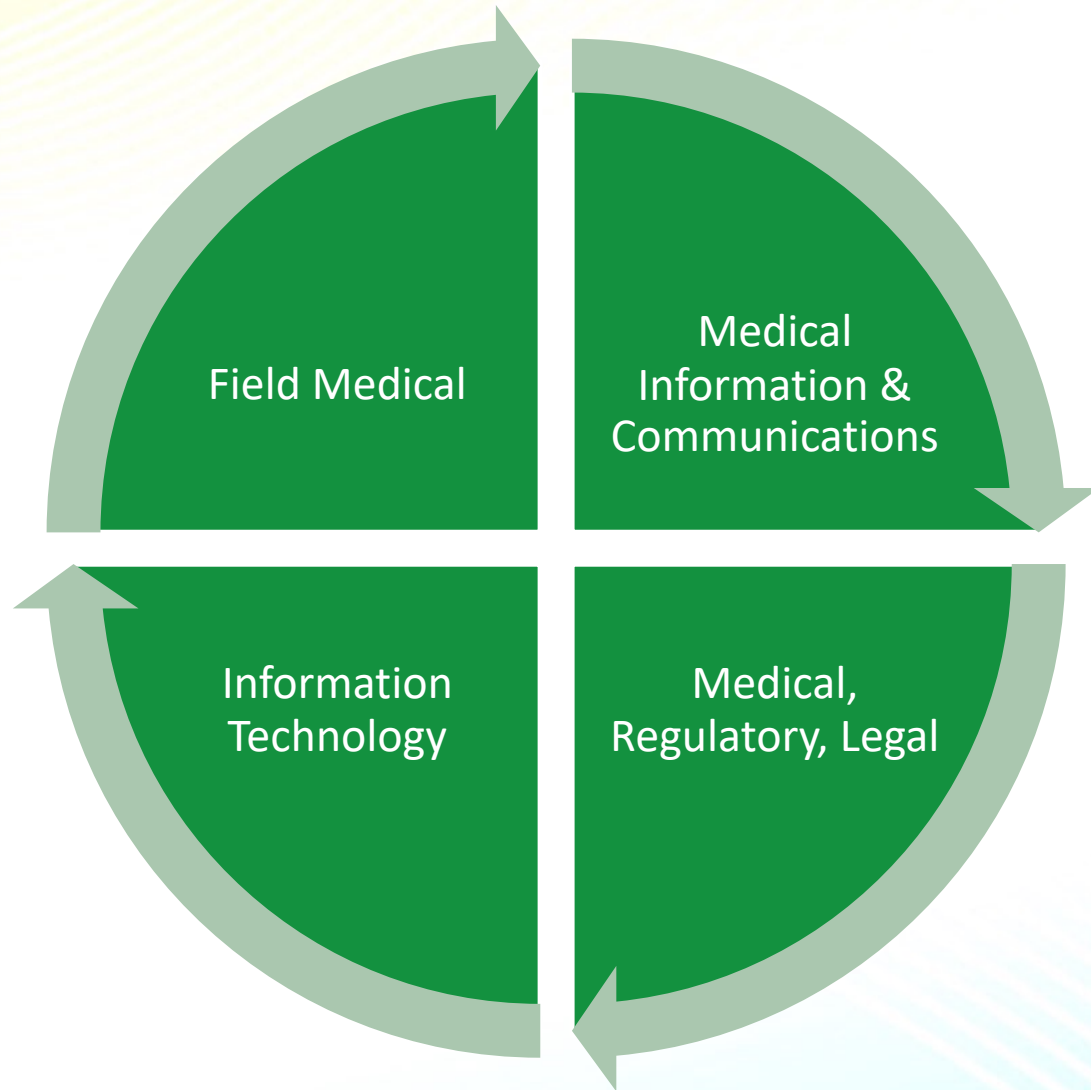
- Are we missing additional key stakeholders?

- What's important for each? What are potential barriers?

- What skills would MSLs need to refine to maximize their impact?

Sharing Current Modular Content Alignment Best Practice

Develop and/or identify actively used slide presentations/content for potential modular/content assembly use.

Introduce, onboard, and learn from users' content assembly activities.

Identify content "owners" that will help to optimize approved slide content and establish key slide relationships.

Package modular slide content and the associated slide relationship mapping for formal medical legal review.

Secure a concept review meeting with your medical regulatory team to discuss the implementation and ongoing use of modular slide-build/content. assembly

Source: Alucio, Inc. Sept 2022

Audience Q&As

Where are you on this journey?
What's important to you?

THANK YOU

Key Takeaways:

1. On-demand personalization matters MSLs and their KOLs

2. MSL agility can advance with modern content assembly practices

3. People/Process/Technology alignment on usability and guardrails are critical for success