

Welcome!

# A New Paradigm in KOL Engagement Planning

# Presenters



**Robert Kersting**

Worldwide Head, Scientific Alliances  
Novartis



**Sonja Rivera (Moderator)**

VP Strategy, Link  
Veeva

# Educational Objectives

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

- Discussing the potential value of an alternative approach to KOL engagement planning
- Sharing real-world perspectives on implementing such an approach and overcoming obstacles
- Exploring how to get started

# Current Challenges in KOL Engagement Planning



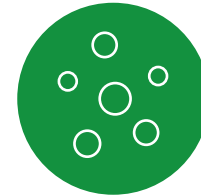
---

Disconnect between  
global planning and  
local execution



---

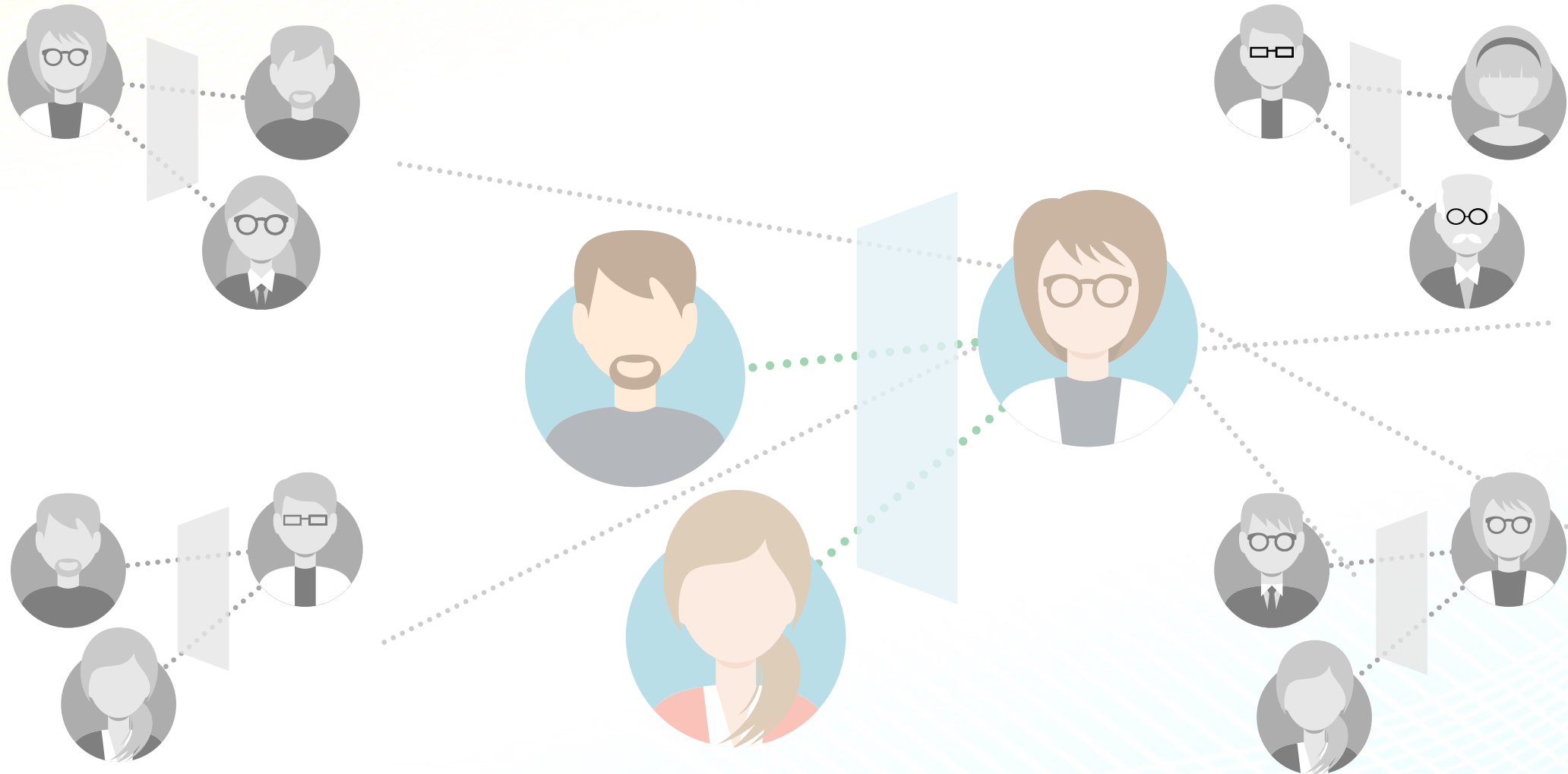
Lack of coordination in  
KOL management



---

Fragmented organizations  
and systems

# Siloed Interactions



# The Impact



---

Poor customer experience



---

Inefficiencies due to lack of transparency and feedback loops

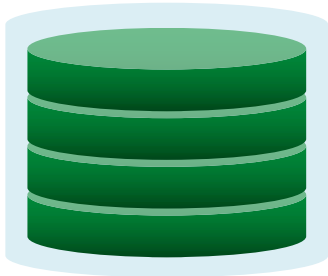


---

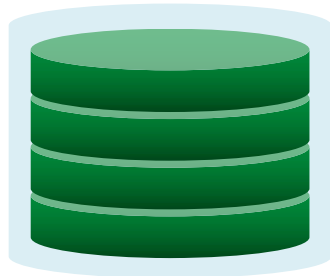
Lack of progress against strategy

# Silos: Recognizing the problem

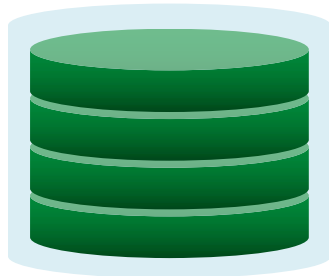
Patient Access



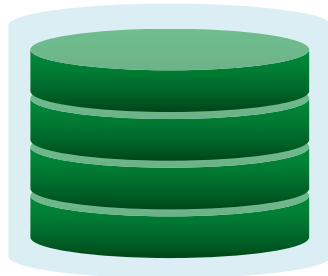
Medical



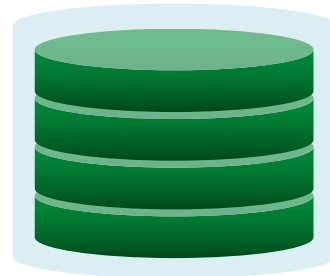
Commercial



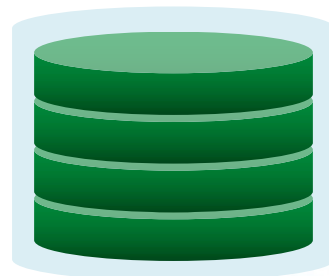
Marketing



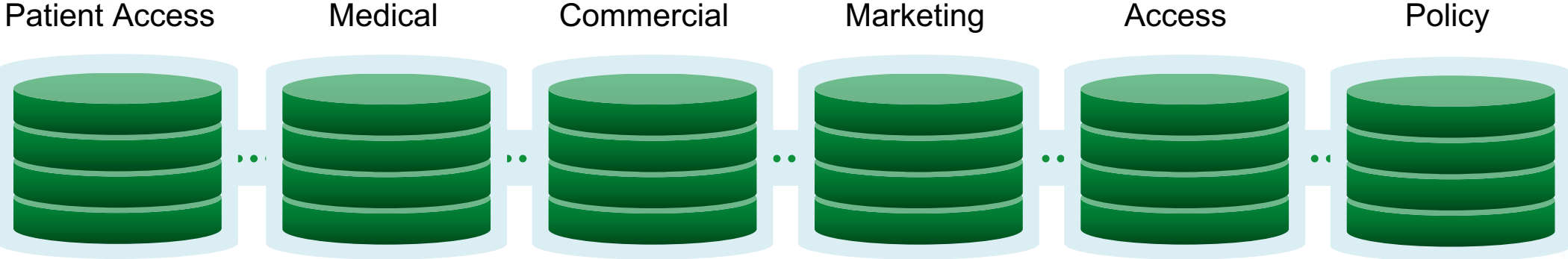
Access



Policy

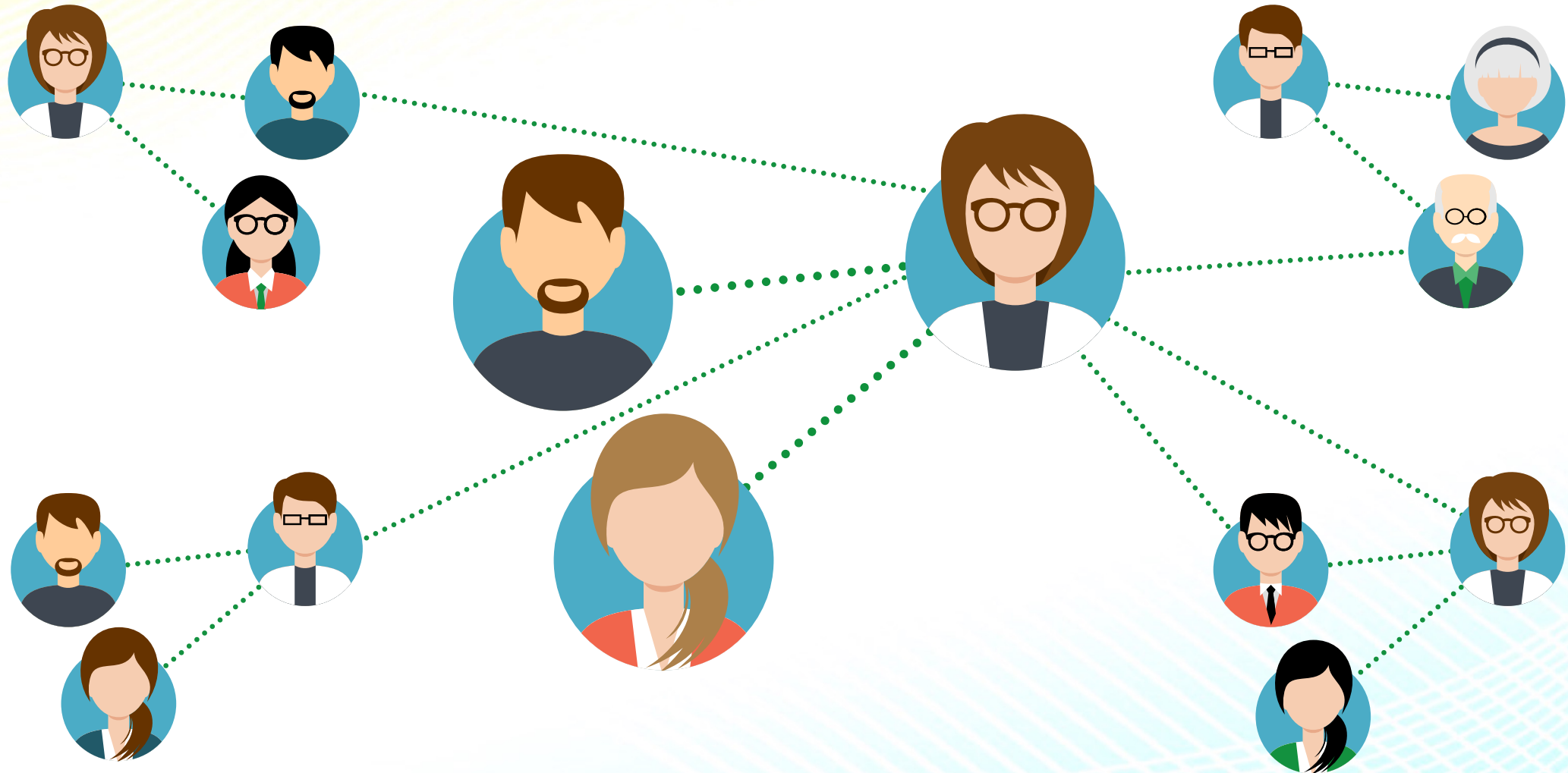


# Silos: Building a bridge





# Creating Transparency



# How to Get Started

Gain cross-functional acknowledgment of problem

---

Build momentum for transparency

---

Provide a simple tool

**Questions?**

# A New Paradigm in KOL Engagement Planning

*Exploring a co-ordinated and transparent  
approach*