



WINNING
THE WORLD OVER

How to develop your customer group in order to increase product and brand awareness?

Bart Vannieuwenhuyse

Janssen-Cilag

Executive Director CRM Center of Excellence

Beerse, Belgium

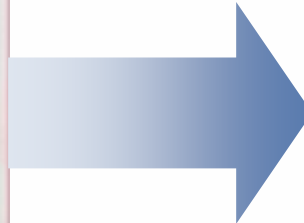
Assignment

- How to develop your customer group in order to increase product and brand awareness.
- Identify what KOLs are doing in the market and learn how to effectively tailor your online strategy to meet their expectations leading to increased awareness and interest in your product
- Learn how mapping can determine which areas of your market are hot and which are not, helping you to develop your relationship with interested customers.

Agenda

- Why now?
- Who – birds of different feather?
- How - Organizing for success
- Approaching and interacting

Our World Is Changing Dramatically



Why Make Changes Now?

- Meet customer needs in a rapidly evolving marketplace
- Operate with greater efficiency to drive growth
- Prepare for launches in current and new therapeutic areas
- Ensure market access of new products
- Drive sales accountability while ensuring customer ownership by the whole company
- Establish a flexible infrastructure to adapt to opportunities and minimize disruption during challenging times
- Establish a sustainable business model for future success

KOL management is key to pharma

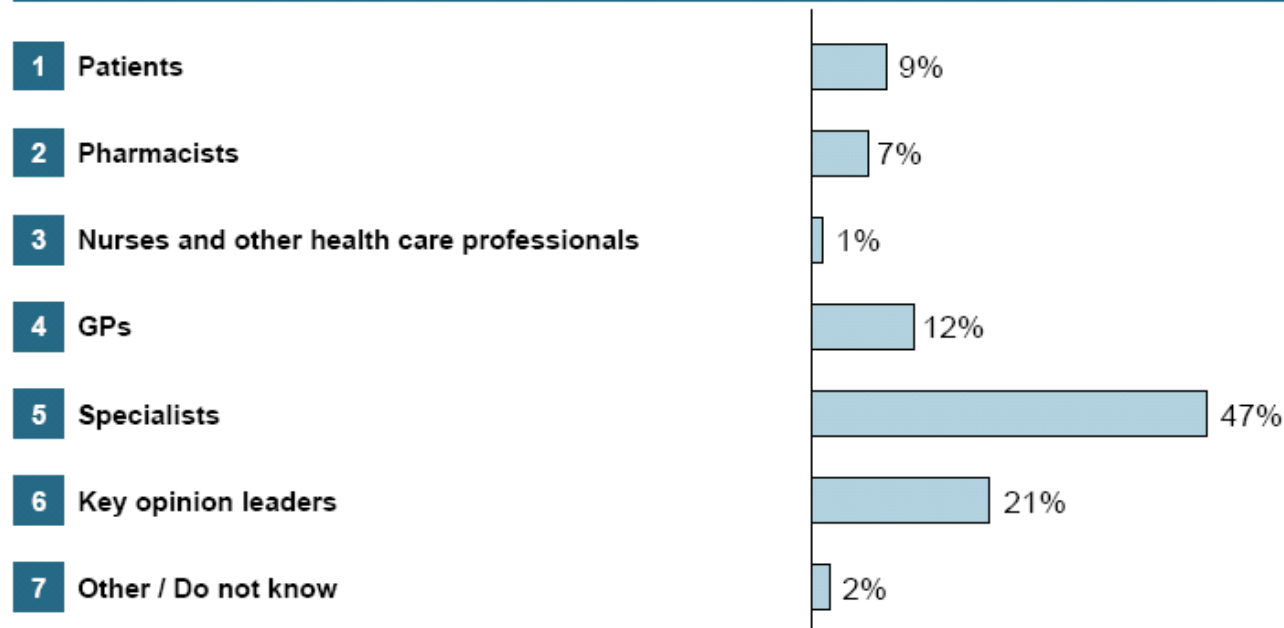


- KOL relationship management is gaining in importance.
 - *All of the executives that we surveyed classified KOL relationship management as somewhat or extremely important to their company's overall sales and marketing strategy. In addition, most executives reported that KOL relationship management has gained in importance during the past 12 months.*
- Life sciences companies are investing in KOL management platforms.
 - *Six companies have already invested in platforms, and two more plan to invest within the next 12 months. Only one had no plans to invest in a solution.*

Also in Europe...

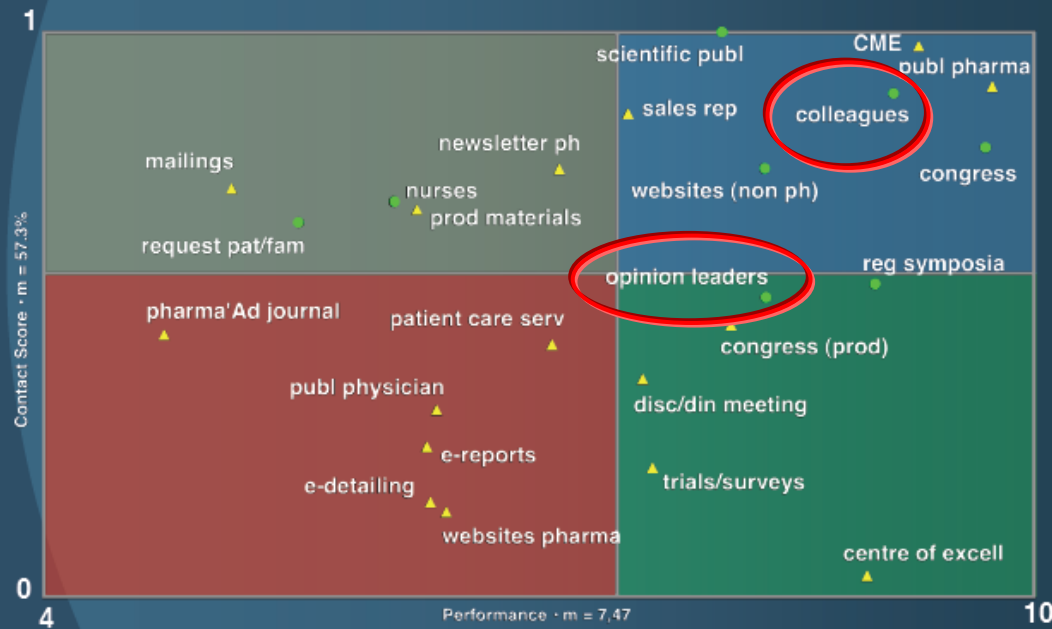
Which individual stakeholder will be most influential for your company over the coming two years?

IV.1 CHANGING REGULATIONS AND STAKEHOLDERS



Amongst the highest influence...

Psychiatrists deploy a rich mix of contacts *direct* versus *indirect* channels (n=88)

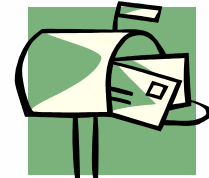


The power of
peers

there is a consensus that **at least 20%** of this can be cut without affecting the topline; however, most marketers cannot define this 20%

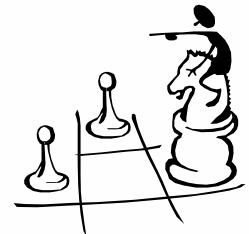
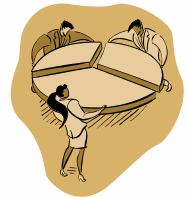
As-is situation in many companies

- The roles and responsibilities for KOL management are unclear – which leads to duplication of work and some things are missed
- There is no consistency of approach to KOL selection – which means that there can be uncertainty that all the KOL have been identified
- It is not possible to identify all of the investments made in an individual KOL
- Activities with KOL are not co-ordinated
- KOL data is fragmented
- The success of KOL work is not measured apart from individual project objectives – which means we do not know the impact KOL work is having, despite the belief that it is really important



Best practice in KOL Management

- Some leading organisations have created roles specifically dedicated to spanning internal boundaries (R&D; Medical; Marketing and Sales), and managing long term relationships with KOL
- Many companies have built a common approach to selecting KOL and identifying the specific role that a KOL is expected to play (for example authors versus speakers)
- Some of the leading organisations have begun to manage KOL relationships dynamically, using internal methods for adjusting KOL according to the environment and needs of the product
- Acknowledged pharmaceutical industry best practice is to support KOL management through a single system, or a suite of interlinked systems



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Birds of different feathers - Create a common “role” model



<p>Independent Thought Leaders</p> <p>ITL</p>	<p>Critical Influencers</p> <p>CI</p>	<p>Brand Advocates</p> <p>BA</p>	<p>Rising Stars</p> <p>RS</p>
<p>A recognised authority in the disease and therapeutic area; may be global, regional or national in reach; not necessarily a brand advocate; a source of advice and input to brand supporting teams</p> <p>Traditional medical KOL</p>	<p>Not necessarily a brand advocate; an acknowledged influencer in the wider healthcare network, especially among payers, agencies and authorities acting as gatekeepers to access by patients to the product</p> <p>Physicians, Payers, Health Authorities, Nurses, Patient advocacy</p>	<p>Truly advocating or positioning the brand as important in TA; they will drive through access to the medicine through extensive networks and influence at many levels</p> <p>Physicians, Nurses, Patient advocacy</p>	<p>These are the people from among the ranks of new people to their field; second-level team members; etc. who are becoming recognised as influential</p> <p>Residents, Assitant professors ...</p>

All of these opinion leaders can have an influence at

Global

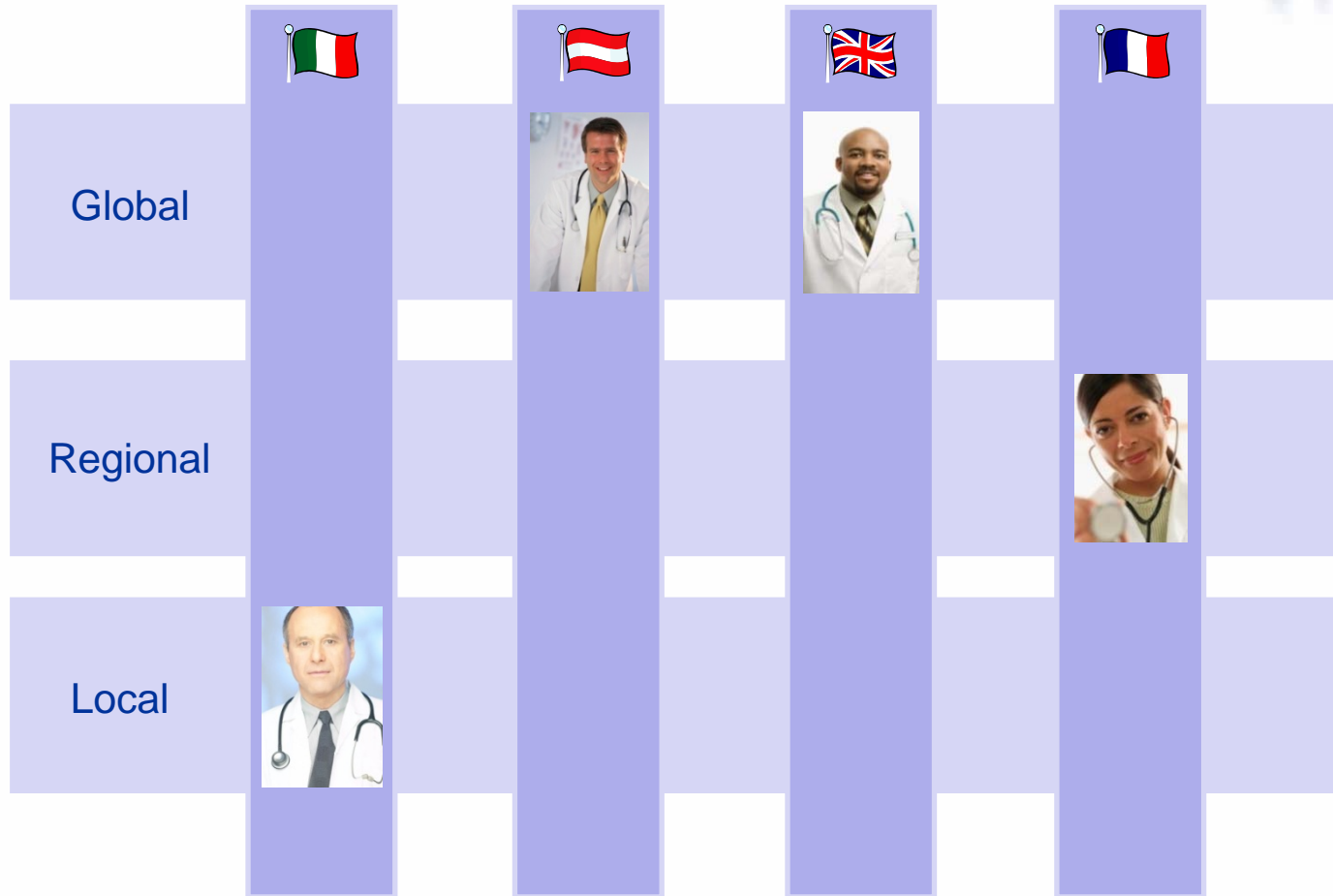
Regional

National

Local

level

KOL's are of importance to different levels in the organization



All physicians within Janssen-Cilag EMEA

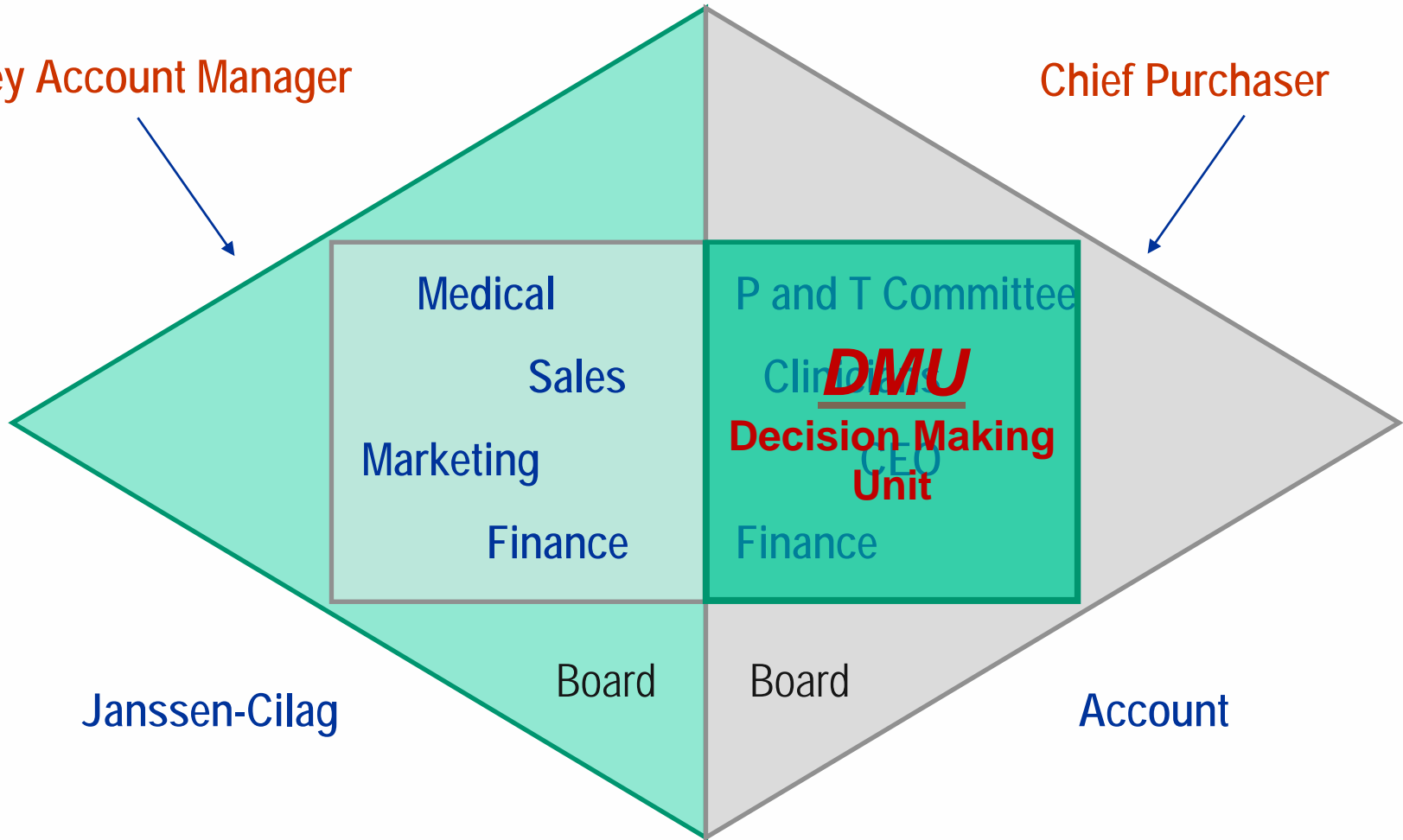
VINCI PLATFORM

KOL – Influencer guarding access



Key Account Manager

Chief Purchaser

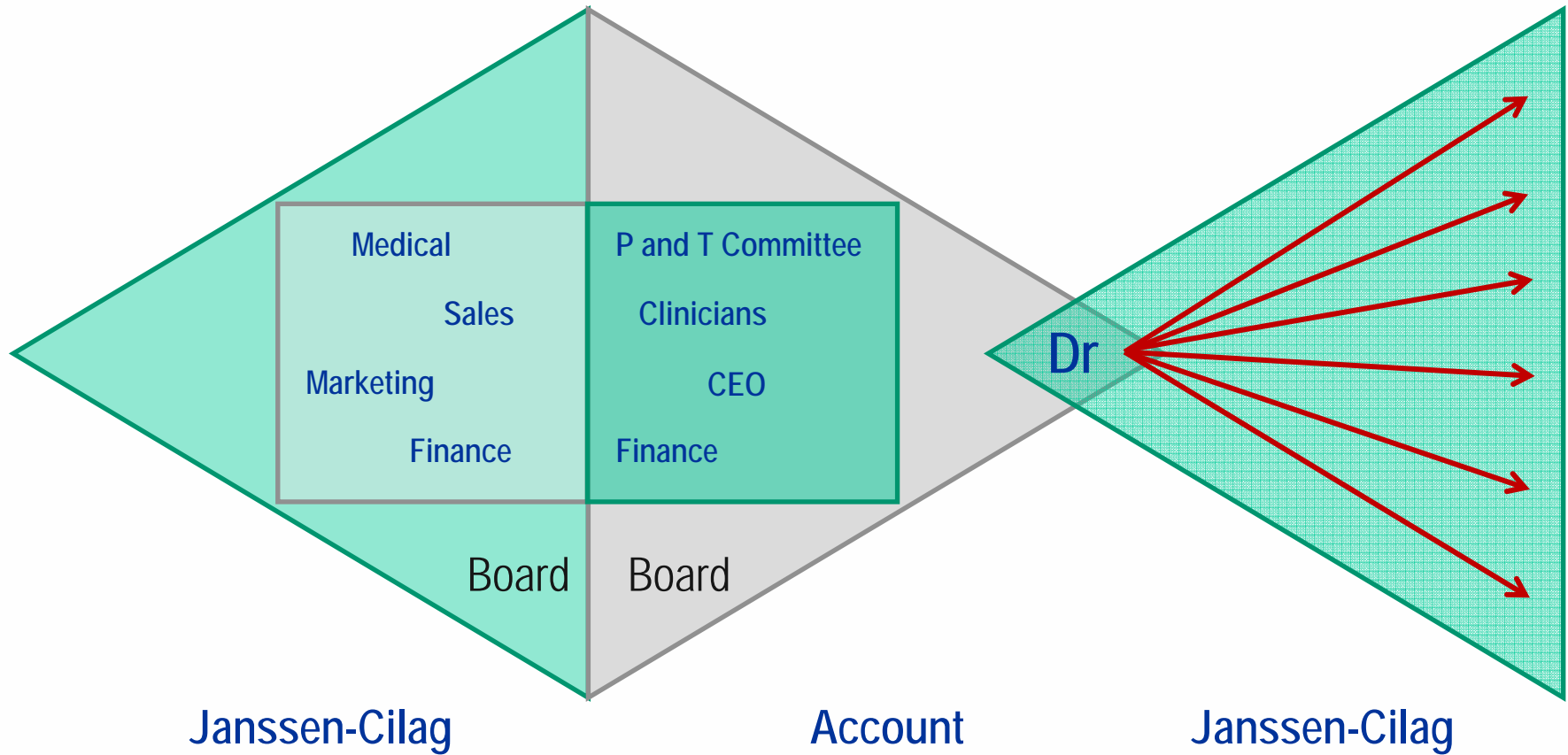


Janssen-Cilag

Account



Account management does not substitute need for one-on-one



A Fish called ...



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Design your overall process

KOL Strategy

KOL Management

KOL Selection	Build KOL Database	KOL Engagement	Manage KOL Relationship	Measure KOL Success	Feedback for Improvement
<p>Refine KOL selection Criteria</p> <p>Determine KOL roles to be fulfilled</p> <p>Determine how KOL will be found</p> <p>Engage internal and external resources to select KOL</p> <p>Refine KOL success measures</p>	<p>Determine KOL information to be gathered</p> <p>Gather information</p> <p>Select KOL Management Tool (VINCI)</p> <p>Build KOL database in tool</p> <p>Build KOL profiles with roles etc.</p>	<p>Make contact with KOL</p> <p>Confirm profile details with database</p> <p>Update profile</p> <p>Initiate call history as KOL</p> <p>Contract with KOL for preferred role(s)</p> <p>Load data and links into VINCI</p>	<p>Map all POC with KOL</p> <p>Confirm preferred and required channels with KOL</p> <p>Agree POC & RACI internally</p> <p>Develop and support KOL</p> <p>Agree POC & RACI with KOL</p> <p>Manage KOL programmes using VINCI</p> <p>Co-ordinate activities in VINCI</p>	<p>Gather KOL success measures</p> <p>Aggregate KOL KPIs</p> <p>Automate collection of metrics from KOL tool</p> <p>Share KOL success metrics as part of Brand/Launch Dashboard</p>	<p>Run lessons learned workshop(s)</p> <p>Document lessons learned</p> <p>Publish process improvements</p> <p>Integrate improvements into KOL tool</p> <p>Run handover workshops with new launch teams</p>

Enabled by Supporting Systems

Non-geographic assignments of individuals and accounts;
 Links to other systems;
 Hierarchy of profile ownership;

Additional profile details
 Links to detailed attached documents
 Changes to editing rights by role

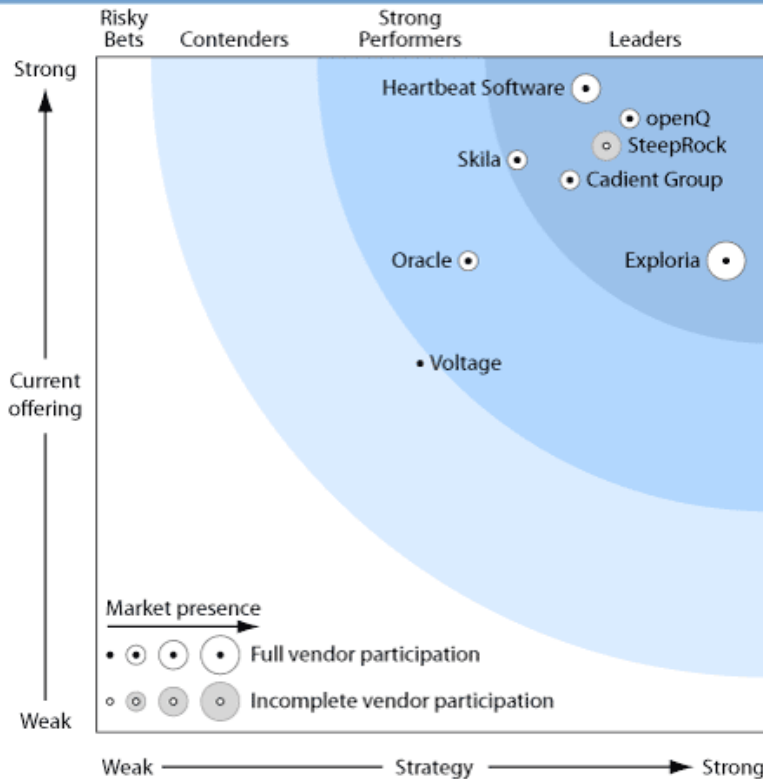
Figure 1: Life Sciences Executives Rank KOL Contact And Relationship Management On Top

“Which of the following KOL management platform capabilities are the three most important?”

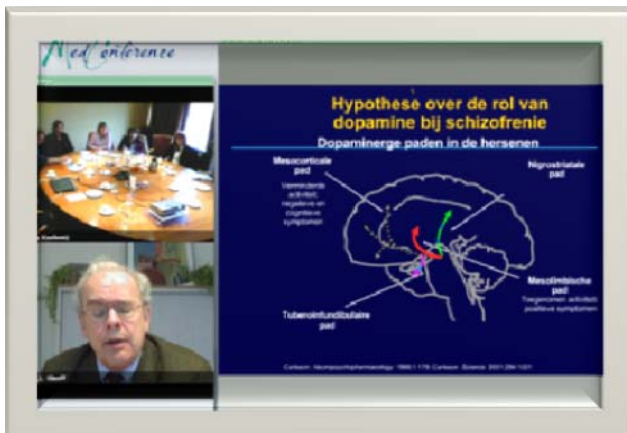


Base: nine life sciences executives

Many interactions - even more channels: dedicated KOL portals, call centres, webconfs, ...

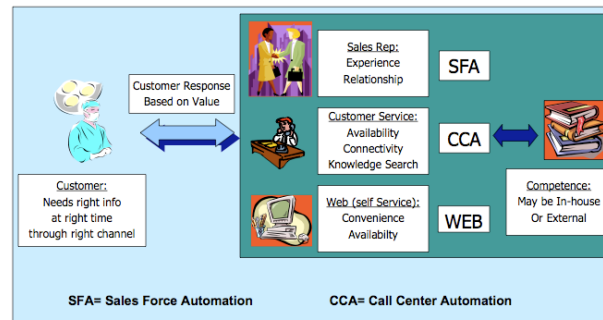


- KOL sections or dedicated KOL platforms are emerging
- Differentiated content/services needs to be presented to different types of KOLs
- Unique customer knowledge can be gathered from these channels
- 360° contact management is key



Critical Care Europe

... with value-based service offerings

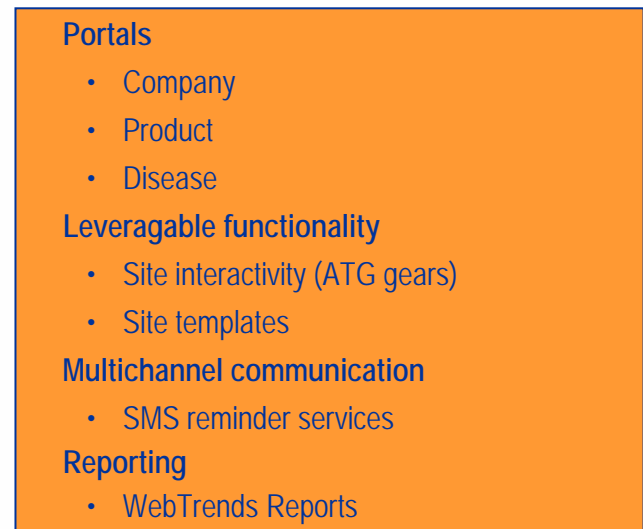


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1 Standard integrated CRM platform across Europe

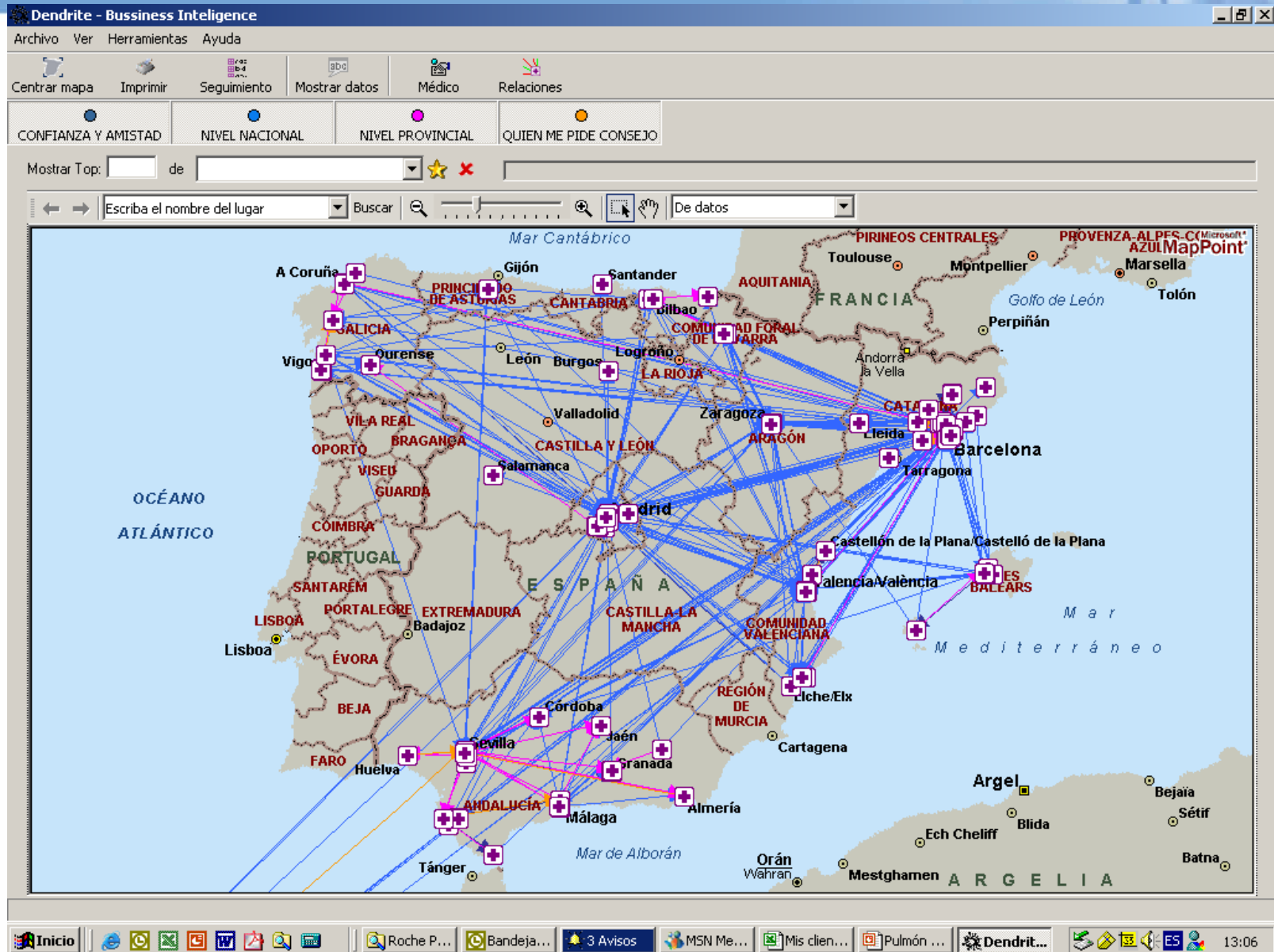


Ensure central storage of KOL information

The screenshot shows a web browser window titled "VINCI - Microsoft Internet Explorer provided by Janssen Pharmaceutica V5 Rev 10". The address bar shows a URL from "http://svt-vinci.eu.jnj.com". The application interface includes a navigation menu with tabs: Home, Professionals, Accounts, Activities, Indicators, Events, and FAST. The "Accounts" tab is highlighted with a red circle. Below the navigation, there is a "Professionals" section with a search bar and a form for entering professional details. The "Events" tab is also highlighted with a red circle. A table below the form lists events, with the first row highlighted in yellow and a red arrow pointing to it.

Event Name	Start Date	Invitee Status	Role	Honorarium	Comments
> KOL_Conference EACS Madrid 2007	24/10/2007 15:09:00	Attended	Speaker	€ 500,00	
KOL-Advisory Board Meeting TMC125 Virology	10/09/2007 16:30:00	Attended	Speaker	€ 450,00	

KOL – mapping the influence network



Self collection of data – trust your sales force

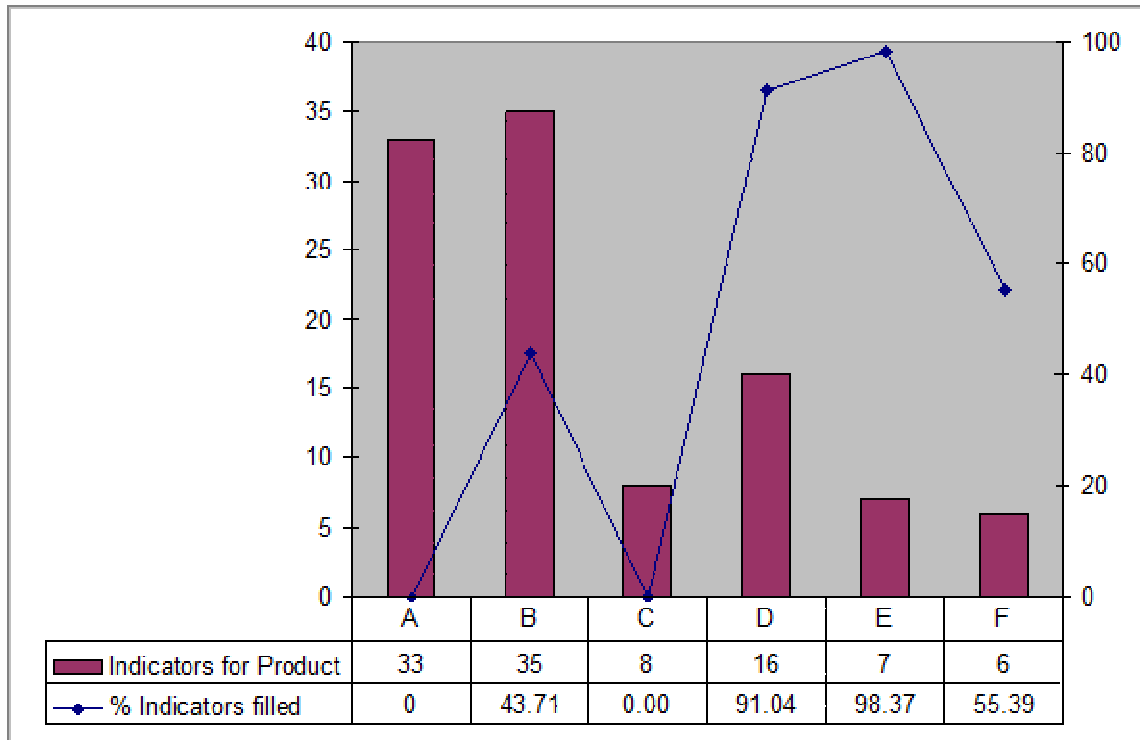


KOL Selection Process Overview

- Step 1 Determine desired number of KOL; geographical distribution; specialities; roles etc.
- Step 2 Differentiate Independent Thought Leaders and Critical influencers (see definitions)
- Step 3 Agree weightings of scores for ITL and CI in common algorithm to arrive at total score of 100
- Step 3 Gather data to fill any gaps and input scores by KOL by domain
- Step 4 Cut ITL and CI lists at the appropriate number
- Step 5 Review lists for geographical and other distributions agreed above
- Step 6 Make minimal adjustments to lists to reflect needed distribution. This to be done by highest scoring in a gap area replacing lowest scoring in an overpopulated area
- Step 7 Review against any other requirements and make any last adjustments
- Step 8 Populate VINCI with outputs on KOL into relevant individuals and accounts

Review this list when any new issues emerge, at minimum once every 12 months

Think ahead when asking reps to collect info...



Only ask reps to fill out data you know will be used !!

Focused data gathering ensures

Quality = completeness + accuracy

Quality = actionable customer info

KOL segmentation based on objective criteria captured in profile questionnaire

KOL Long term management:

Influence

Objective criteria

Scientific standing
Advisory role
Publications and clinical trials
Meetings / Speaker profile
Peer nomination

- Score against a number of questions
- Questions weighted for importance
- KOLs scored and ranked

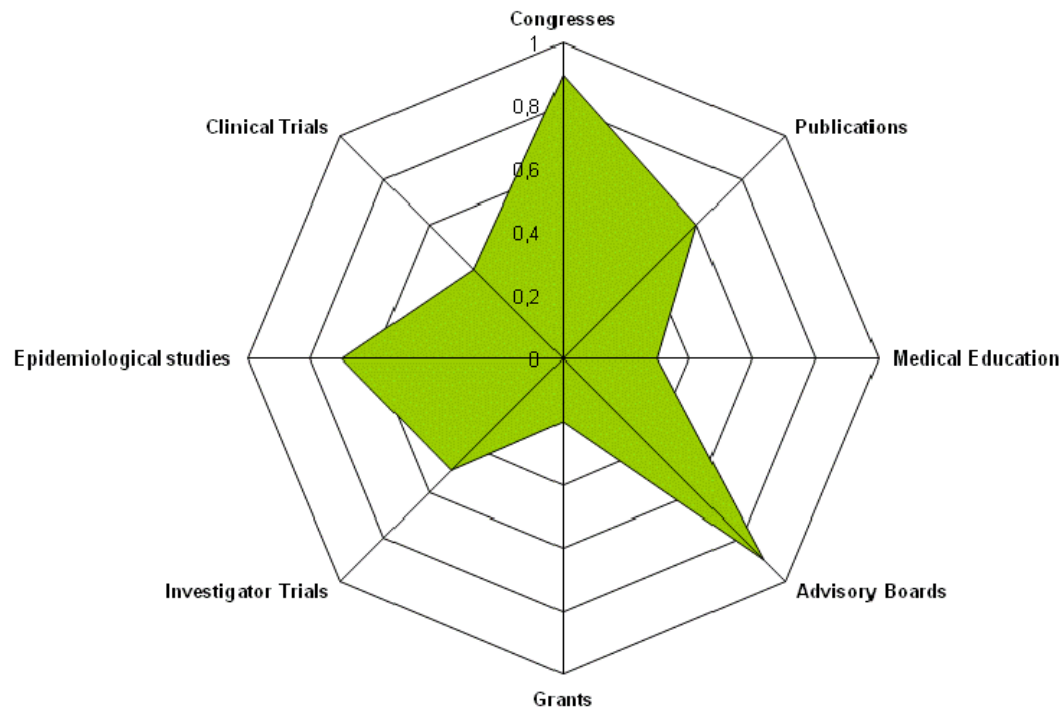
Objective criteria

Publications
Speaker engagements
Clinical experience
Media relations
Accessibility/ Company involvement

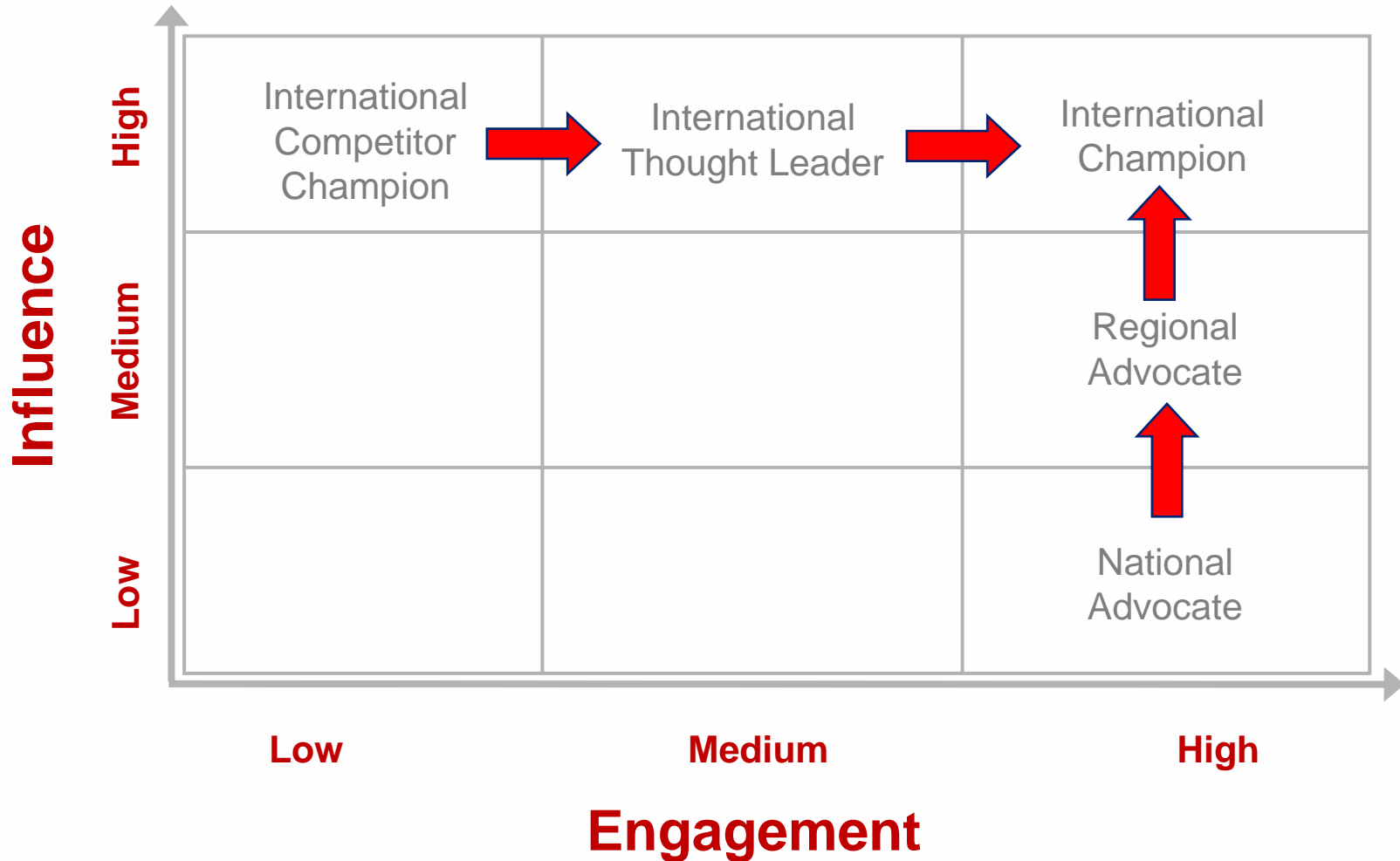
Engagement

Measuring level of engagement

Engagement map Dr. JONES



Create a common segmentation model



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Create transparency for our KOLs

CONTACTS

- VINCI
- eHealth

CLINICAL TRIALS

- CTMS
- “Surveys”



CONTENT

- Medical Info
- SOPs
- CRFs

Different parties of the same company are in touch with the investigators, not always clearly aligned or informed about the others activities

There is an opportunity to better leverage contacts and to better share content and tools developed, to the benefit of the all

Strategy | new corporate site | homepage

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> Our products
An alphabetical list of the Janssen-Cilag products and the corresponding disease areas eugue con volor tinc iliquipit

> Disease information
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Find and contact one of the local Janssen-Cilag companies.

Archive news [Scroll](#)

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It is intended for a European audience.

- One stop-shopping place for customers
- General template for maximum sharing
- Comprehensive offer (patients / professionals)
- Revolving door to all info and services of the company

Strategy | corporate site | professionals

The screenshot shows the Janssen-Cilag Professional website. At the top, there is a navigation bar with the Janssen-Cilag logo, a search bar, and links for Home, Feedback, Sitemap, Janssen-Cilag websites, Privacy policy, and Legal notice. Below the navigation bar, there is a 'My profile' section on the left with a welcome message to Doctor Jon McLennan and a 'Logout' button. The main content area features a large banner with the text 'Welcome to Janssen-Cilag PROFESSIONAL' and a photo of a doctor. Below the banner, there are several content blocks: 'About Psychiatry', 'Academy', 'Risperdal news', 'Reminyl news', 'Risperdal', 'Support Centre', 'Janssen-Cilag news', and 'Medline abstracts'. A 'Sign up today' button is also present, offering daily news reports of the ECNP by email. The footer contains the copyright information: © Janssen-Cilag 1997-2005 - Last updated on: 07 februar 2005.

- Password protected section for professionals
- Customizable content / service offering based on profile
- Portal for investigators community

Customization based on KOL profile ...

TOPAMAX®

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JANSSEN-CILIA
Zukunftssorge

STARTSEITE REGISTRIERUNG LOGIN ÜBERSICHT KONTAKT KOMMENTARE

- PRODUKTENFORMATIDEMEN
- THERAPIEINFORMATIONEN
- MEDIZINISCHE ANFRAGEN
- AKTUELLE STUDIEN
- LITERATURSERVICE
- SERVICESHANGEBOTE
- TOP-NEWS
- LINKS

Keine Menü Tipps

Login für Fachkreise

Benutzername:

Passwort:

Haben Sie Ihr Passwort vergessen?
▶ [Bitte hier klicken](#)

Login über Doccheck oder Medsin
▶ [Bitte hier klicken](#)

Info für Patienten und Angehörigen

Für Patienten, Angehörige und Interessierte dürfen wir aus rechtlichen Gründen (Heilmittelwerbegesetz) dieses Webangebot nicht zugänglich machen.



Umfangreiche, wissenschaftlich fundierte Informationen zur modernen Behandlung von Epilepsie finden Sie im Portal:
www.epilepsie-netz.de

Registrierung

Aufgrund des Heilmittelwerbegesetzes (HWG) dürfen wir pharmazeutische Informationen ausschließlich Fachkreisen (Ärzten/Apothekern) zugänglich machen. Wenn Sie zu den Fachkreisen gehören, möchten wir Sie bitten, sich zu registrieren.

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VIP Corner

Conclusions

- Birds of different feather
- Identify – Unify
- Segmentation “as usual”
- Develop relationship over the long term

Questions ?



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- Bart Vannieuwenhuysse
bvannieu@janbe.jnj.com