

— CBI'S 3RD ANNUAL —

Defining Appropriate and Effective Interactions with Thought Leaders and Key Opinion Leaders (KOLs)

Collaborate with Thought Leaders to Maximize Impact throughout the Product Lifecycle

NOVEMBER 13-14, 2006 • RITZ CARLTON TYSONS CORNER • MCLEAN, VA

Hear 13 Industry Perspectives:

William Fitzgerald,
Vice President, Global Compliance,
Alcon Laboratories

Bonnie Mackie,
Associate Director, Global Medical Affairs,
Baxter BioSurgery

Louis Hudspeth, Ph.D.,
Regional Director, Department of
Scientific Affairs, Central U.S.,
Berlex Oncology

Ann Beasley Bacon, Esq.,
Compliance Counsel, **Boehringer
Ingelheim Pharmaceuticals, Inc.**

Robert Groebel III, Director Medical
Education Strategy & Content
Development, **Boehringer Ingelheim
Pharmaceuticals, Inc.**

Carmen Yolanda Bonta, DMD,
Director, Medical Research,
Colgate Palmolive

Karen F. Anderson,
Chief Compliance Officer,
Cubist Pharmaceuticals, Inc.

Anton Ehrhardt, Ph.D.,
Senior Director, Medical Affairs, CSDs,
Cubist Pharmaceuticals, Inc.

Michael Bailey, Vice President Marketing,
ImClone Systems

Andrew Otoo, Pharm.D., MBA,
Medical Affairs Director,
Nabi Biopharmaceuticals

Welton O'Neal,
Associate Vice President, Medical Affairs,
NitroMed

Sheri Dranzo Siegel, Pharm.D.,
Manager, Medical Science Liaisons,
UCB Pharma

Gayle A. Russell, RN, BSSN
Clinical Project Manager, **UCB Pharma**

- Develop a single unified corporate strategy that complies with all existing FDA, OIG and PhRMA regulations and guidelines
- Global management of KOLs — Establish a corporate strategy between regional and international offices
- Create a process to determine the Fair Market Value (FMV) for KOL services to manage compliance risk and maintain credibility
- Improve communication between internal departments to ensure uniformity in KOL development and compensation
- Learn to be transparent and objective while working with KOLs to minimize negative public perceptions
- Identify and overcome conflict of interest issues that arise while working with KOLs
- Develop a training program to ensure KOLs are educated on clinical research study protocols
- Coordinate and track clinical and promotional KOL activities in an integrated and comprehensive way

PLUS! Choose from Two Pre-Conference Workshops — Monday, November 13, 2006

A. Physician Influence Mapping —
Harness Technology to Enhance
KOL Relationship Management

B. Manage Your Speakers' Bureau —
Maintain Control on the Process
and Increase Oversight of
KOL Utilization

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A

Physician Influence Mapping — Harness Technology to Enhance KOL Relationship Management

Application of social networking in physician influence mapping is a relatively new phenomenon in the pharmaceutical and biotech industries. If used correctly, physician influence mapping is a dynamic tool that visually maps the connections between KOLs, helping pharmaceutical companies leverage this awareness in driving diverse product commercialization goals. Physician influence mapping can provide pharmaceutical and biotech companies with cutting edge information to identify the most influential KOLs and who they influence. The workshop also explores criteria, other than publications and association memberships, that may be utilized in physician influence mapping. The workshop presents a case study to illustrate how physician influence mapping works and what its benefits are. Also, the last hour of the workshop is an interactive discussion on the most effective ways to utilize physician influence mapping.

7:30 *Workshop Registration and Continental Breakfast*

8:30 *Workshop Leaders' Welcome and Opening Remarks*

I. Understand Physician Influence Mapping

- Explain physician influence mapping
- Review potential physician influence mapping criteria
- Understand the benefits of implementing physician influence mapping
- Learn how to correctly identify, choose and implement effective physician mapping tools

II. Leverage Physician Influence Mapping in Product Commercialization Efforts by Medical and Scientific Affairs

- Understand the potential impact of influence mapping on important medical/scientific affairs deliverables and projects such as: publication planning, field-based operations, advisory boards and investigator recruitment
- Appreciate the expanding role of technology-based tools within medical/scientific affairs operations
- Learn how physician influence mapping communicates the importance of relationship management throughout the organization

12:00 *Close of Workshop A*

There will be a 30-minute networking and refreshment break at 10:00 a.m.

— About Your Workshop Leaders —

Andrew (Drew) Otoo, Pharm.D., MBA, is the Medical Affairs Director at **Nabi Biopharmaceuticals**. Prior to joining Nabi Biopharmaceuticals, Dr. Otoo was a consultant with the Managed Markets Practice of **Campbell Alliance** where he provided significant value for pharma & biotech clients across

a broad spectrum of functional areas, including Managed Markets, Sales and Business Development. His other experience includes working at **Eli Lilly** as a member of their esteemed Visiting Scientist Fellowship Program on a pre-launch, global product team. While with Lilly, he assumed an adjunct faculty role and taught a graduate pharmaceutical drug development class at **Butler University**, Indianapolis, IN. Prior to Lilly, Dr. Otoo worked with a robust and top performing Midwest sales force at **Schering-Plough Pharmaceuticals** detailing products in the respiratory/allergy franchise and managing Schering's blockbuster allergy medication — Claritin, which successfully outperformed the competition by up to 50% for three consecutive quarters. Dr. Otoo earned a joint Pharm.D./MBA degree from Drake University's College of Pharmacy and Health Sciences and the College of Business and Public Administration. He is also a licensed pharmacist.

Christopher Heye, Ph.D., is the Vice President, Business Development at **SteepRock**. Dr. Heye has over twenty years experience in the fields of data analysis and software design, development and sales. Dr. Heye is responsible for developing and expanding business opportunities for SteepRock. Dr. Heye also supervises the data analysis operations at SteepRock and acts as the company's chief software usability and UI designer. Other software systems that he has designed, managed and sold include large-scale, web-based project management, web-based performance benchmarking, system dynamics simulation modeling and manufacturing simulation applications. Dr. Heye previously worked at **Data Resources, Inc (DRI)** and **Strategic Simulation Systems**, a division of **PA Consulting**. He received his Ph.D. from MIT and a BA from Wesleyan University (CT).

B

Manage Your Speakers' Bureau — Maintain Control on the Process and Increase Oversight of KOL Utilization

This workshop explores and analyzes the relationship between the pharmaceutical industry and KOLs, who often serve as speakers for a company's speaker program. The KOL provides a level of understanding, insight, scientific and medical knowledge that cannot be easily found elsewhere in the scientific community. However, the relationship between KOLs and the pharmaceutical industry needs to be managed, audited and controlled for business and public relations reasons, and most importantly, to ensure compliance with existing guidelines on talks for promotional purposes. This workshop, through case studies and open discussion, examines the environment in which speaker bureaus operate and how to effectively audit these programs to remain in compliance. You also learn how to train employees on how to recognize and address potential problems in the speaker program which helps to avoid scrutiny from regulatory bodies.

7:30 *Workshop Registration and Continental Breakfast*

8:30 *Workshop Leaders' Welcome and Opening Remarks*

I. Identify Business Needs and Regulatory Requirements for Speaker Bureaus

- Identify the business (financial and scientific) needs which a speakers' bureau will work to meet
- Understand the regulatory and industry requirements for KOL speaker bureaus

II. Implement Standard Operating Procedures and Training Programs to Ensure Speaker Bureau Compliance

- Develop compliance parameters for effective KOL speaker program management including:
 - * instituting appropriate procedures and criteria to select KOLs
 - * drafting a compliant written agreement
- Implement SOPs, training programs and monitoring procedures to ensure the KOL speaker program functions are in accordance with company mandates and regulatory requirements
- Train employees on how to recognize potential issues and address compliance concerns while appropriately maintaining KOL relationships

III. Identify Emerging Requirements Imposed by KOLs' Institutions

- Hear how KOLs' academic medical centers are adopting their own compliance and conflict of interest requirements, particularly in light of publicity about alleged conflicts involving KOLs' relationships with industry
- Develop speaker programs consistent with these concerns, which closely parallel the industry regulatory and compliance concerns

12:00 *Close of Workshop B*

There will be a 30-minute networking and refreshment break at 10:00 a.m.

— About Your Workshop Leaders —

Ann Beasley Bacon, Esq., practices as Compliance Counsel at **Boehringer Ingelheim Pharmaceuticals, Inc.** In her practice, Ms. Bacon is responsible for coordinating all aspects of Boehringer Ingelheim's U.S. operations' Corporate Compliance Program. Prior to working with Boehringer Ingelheim, Ms. Bacon was Corporate Counsel, Healthcare and Compliance for **Genzyme Corporation**. In the course of her practice, Ms. Bacon has provided fraud and abuse legal analysis,

reviewed and developed policies for sales and marketing practices, implemented compliance program procedures; developed codes of conduct and advised on U.S. and European Union privacy issues. She has lectured to a variety of groups on healthcare compliance and privacy issues as they impact bio/pharmaceutical and device companies and co-authored an article on the topic for the Regulatory Affairs Professionals' magazine. Ms. Bacon also trains various employee groups on selected healthcare compliance topics. Ms. Bacon received her B.A. from the University of Tulsa and her Juris Doctor degree from Northeastern University School of Law. She is a member of the American Bar Association, the Massachusetts Bar, admitted to the U.S. Supreme Court Bar, the American Health Lawyers Association and the Health Care Compliance Association.

Jill Alvarez, Esq. is a Partner in **Nixon Peabody's Technology & Intellectual Property Group** in their Washington, D.C. office and leads the firm's Food and Drug Administration (FDA) Regulatory Practice. She has significant experience representing clients in regulatory matters involving the FDA, Centers for Medicare and Medicaid Services, Federal Trade Commission and other agencies regulating companies in the Life Sciences Industry. Ms. Alvarez has advised national and international pharmaceutical and medical device manufacturers, biotechnology companies, clinical research centers and institutions on matters concerning product development, approval and commercialization, as well as on matters involving clinical research and human subject protection, both in the U.S. and internationally. Her background also includes representing clients in government investigations and conducting due diligence on behalf of companies and institutional investors in the life sciences industry. In addition, Ms. Alvarez has broad experience working with post marketing issues including the marketing and promotion of products, off-label promotion, the development and institution of regulatory compliance programs and the adoption of standard operating procedures, good manufacturing practices and good clinical practices. She has authored numerous publications and is a frequent speaker at national and international conferences.

Joan Polacheck is a Partner in the law firm of **McDermott Will & Emery LLP**, based in the Firm's Chicago office. She is a member of the Health Department. She represents a broad range of healthcare industry clients, including hospitals, suppliers and drug and device companies. Ms. Polacheck advises clients on a variety of healthcare compliance issues, including fraud and abuse and related matters. She has assisted healthcare providers and drug and device companies to perform "legal audits" and to establish and implement compliance programs and related policies. She also has extensive experience in managed care contracting on behalf of healthcare providers, as well as in advising clients with respect to self-insurance and captive insurance issues. A member of the Illinois Bar, she belongs to the American Health Lawyers Association, and has spoken before various health industry groups on a variety of healthcare legal issues. She received her B.A. from Yale University in 1977 and her Juris Doctor from Harvard Law School in 1980.

“As a marketing director responsible for KOL management, it was reassuring to know that our KOL strategy is on par with what others are doing and it was helpful to hear novel ideas on ways to address many of the challenges associated with KOL relationships.”

— 2005 attendee, *Rene Russo, Director of Marketing, Cubist Pharmaceuticals, Inc.*

MAIN CONFERENCE

Day One — Monday, November 13, 2006

12:00 *Main Conference Registration*

1:15 *Chairman’s Opening Remarks*

Anton Ehrhardt, Ph.D., Senior Director, Medical Affairs, CSDs, Cubist Pharmaceuticals, Inc.

Dr. Ehrhardt is also currently acting as director of investigator-initiated studies and Phase IV research for the Medical Affairs division of Cubist Pharmaceuticals. Prior to joining Cubist, he was the Associate Director of Infectious Diseases, U.S. Medicines Group for the Bristol-Myers Squibb Company. His responsibilities have included MSL management, publication planning, sales force and management training, KOL and CME programs management, promotional material development and review and many other functions associated with Medical Affairs positions. Before moving to industry, Dr. Ehrhardt was a professor of Medical Microbiology and Immunology at the Creighton University School of Medicine, and Assistant Director of Creighton University’s Center for Research in Anti-Infectives and Biotechnology.

Compliance Guidelines and Impact on KOL Programs

KEYNOTE PRESENTATION

1:30 **Understand and Comply with Guidelines and Regulations Surrounding KOL Programs**

It is imperative that there is a clear understanding of the compliance and regulatory guidelines from the OIG, FDA, PhRMA and ACCME as these regulatory bodies are becoming increasingly vigilant on enforcement. They have been turning their focus towards KOL relationships as there appears to be a lack of clarity in managing these relationships. This address explains why it is important for pharmaceutical companies to develop a single unified corporate strategy to maximize the KOL relationship and always be within the regulations and guidelines and avoid increased scrutiny from the government and industry regulatory bodies.

- Understand the existing guidelines to ensure 100% compliance of all regulations
- Ensure a uniform corporate strategy for compliance for all internal departments and regional offices
- Implement a process for keeping up-to-date with all new regulations in order to remain compliant

Karen F. Anderson, Chief Compliance Officer, Cubist Pharmaceuticals, Inc.

Ms. Anderson has twenty years of legal experience in the pharmaceutical/biotech industry, providing legal guidance related to all aspects of the development and commercialization of pharmaceutical products. Before joining Cubist Pharmaceuticals, in June 2005, Ms. Anderson served as Associate General Counsel at Biogen Idec and previously at Genetics Institute, providing legal advice to the business units on the distribution, sale and reimbursement of pharmaceutical products, including training and advising on compliance-related matters such as the Federal Anti-kickback Statute, False Claims Act and related state laws. She received her Juris Doctor degree from the Cornell Law School in 1981.

2:15 **Determine the Fair Market Value for KOL Services**

Determining the fair market value (FMV) for KOL services is critical to managing compliance risk while also ensuring that both the KOL and the pharmaceutical company maintain their credibility. If a KOL is not compensated appropriately, then this creates potential risk under anti-kickback, best pricing and other regulations. Moreover, a KOL who is over-compensated faces increased risk of being perceived to have been “bought” by the sponsor. Conversely, a KOL who is under-compensated may be perceived to be receiving additional, undisclosed benefits from a sponsor. This session addresses why it is important to establish FMV, practical methods for doing so and how this streamlines the process of procuring KOL services. In particular, we address ways to go beyond simple pricing studies and salary surveys which fail to capture the unique activities, roles, specialties and levels of effort involved in delivering KOL programs. The discussion includes different types of services KOLs provide, including speaking programs, training activities, consulting arrangements and research studies.

- Learn how to identify the types of arrangements where FMV is critical
- Create a process for assessing FMV based on appropriate tools and methods
- Determine how to communicate the results effectively so that internal departments, regional offices and KOLs know what they need to know
- Maintain and update results to streamline your procurement processes

Rick Schwartz, Ph.D., Managing Director, Duff & Phelps

3:00 **Educate KOLs on Compliance — Emphasize the Need for Compliance when Conducting Clinical Research**

Pharmaceutical companies are responsible for educating the KOLs to ensure compliance, when acting on behalf of the company, with all the established regulations and guidelines during clinical research. Challenges occur both when getting KOLs to understand and then comply with these guidelines and regulations at all times. This session presents a case study from a company that has successfully overcome this challenge.

- Include specific language in the contracts that KOLs sign with the pharmaceutical company to specify the regulations that KOLs must comply with when conducting post-marketing clinical research studies on a product’s off-label uses
- Design a KOL education program on how to run a clinical research study including strategies for patient recruitment

Bonnie Mackie, Associate Director, Global Medical Affairs, Baxter BioSurgery

3:45 *Networking and Refreshment Break*



Implementing an Effective Internal Communication Strategy

4:15 **Integrate KOL Initiatives into a Streamlined Process to Improve Relationship Management**
Marketers are looking not only for a leg up on their competitors within this industry in order to effectively differentiate their drug or therapy from competing products, but they are also looking to integrate groups and processes within the company – clinical groups, the KOL him or herself, medical education staff and sales teams. Taking into consideration the potential challenges of implementing a KOL program, the best way to address this tension is to think about the KOL relationship as a lifecycle. This presentation discusses the impact of KOL management throughout the lifecycle of a KOL relationship, where life science companies cut through the clutter of traditional marketing tactics and embrace frank scientific discussions by well-respected physicians who stand out as key opinion leaders. It also addresses the importance of KOL management from the perspective of the CMO or the medical science liaison (MSL), where an effective KOL management program is able to coordinate and track clinical and promotional activities in an integrated, comprehensive way. Lastly, this discussion touches upon the salient points of how working with KOLs in the area of marketing is a challenge, based on regulatory restrictions and the sheer size dilemma of many life science companies. The best way to address this is to think about KOL management in terms of a critical marketing process, while simultaneously a collaborative educational program.

- The significance of KOL lifecycle management and why it is so critical in overall KOL programs
- How to build a KOL lifecycle management strategy

Jim Zuffoletti, Co-Founder and President, OpenQ

5:00 *Close of Day One*



5:00-6:00 **Networking, Wine & Cheese Reception**

Join colleagues and friends in a relaxed setting.

Day Two — Tuesday, November 14, 2006

7:30 *Continental Breakfast*

8:00 *Chairman's Review of Day One*

*Anton Ehrhardt, Ph.D., Senior Director, Medical Affairs, CSDs,
Cubist Pharmaceuticals, Inc.*

8:15 **Global Management of KOL Relationships with International and Regional Offices**

It is necessary for pharmaceutical companies to determine if they should use an international advocate both in the U.S. market and also overseas. Especially now that KOLs are becoming increasingly important to achieving blockbuster product launches in Europe. European product managers are relying more on thought leaders to establish and grow the markets for their drugs during product launch. This session emphasizes the benefit of having a single corporate strategy on communication between the regional and the corporate office.

- Selection criteria for an international KOL
- Establish a single corporate strategy on communication between the regional and the corporate office

*William Fitzgerald, Vice President, Global Compliance,
Alcon Laboratories*

Effective Strategies for KOL Development and Relationship Management

9:00 **Identification and Recruitment of KOLs**

A recent report by a leading independent research firm placed KOL management as an “extremely important” need for marketing management. This level of priority is echoed in the marketing, medical affairs and research functions within life science companies, making the KOL a uniquely valuable cross-functional collaborator for pharma. Physician choice is dramatically affected by the input from Key Opinion Leaders with specific experience with a drug, particularly with prescribing physicians looking for drugs with the right balance of efficacy and low side effects. Properly identifying KOLs that have the highest credibility within your industry is crucial to the success of your KOL program. KOL management programs assist in tracking KOLs while eliminating subjective human bias. This session illustrates how these programs also help in identifying the up-and-coming KOLs that are becoming influencers within your industry.

- Selection criteria — Do KOLs have to be physicians? Can nurses who are experts in their fields be considered KOLs?
- How to identify the up-and-coming stars
- Gain objectivity by designing a selection process to minimize negative perceptions
- Successfully matching prospective “KOL” speakers with the right audiences
- Creating the greatest Return on Investment in your KOL program

Neil Matheson, CEO, Axis Healthcare

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9:45 **Utilize KOLs to Change Physician Behavior**
After identifying KOLs, the challenge is then how to best utilize the information to affect change and behavior. It is important to realize that how to best work with the KOLs depends on a number of factors. These factors include the therapeutic class of the product and whether the product is in the pre-launch, launch, post-launch or mature phase of its product lifecycle. This session provides information on how to utilize KOLs to change the behavior of:

- Community based primary care physicians
- Institutional based physicians
- Local, regional and national specialists

Sam Palazzole, Chairman & CEO, The XRX Group, LLC

10:30 *Networking and Refreshment Break*

11:00 **Successful Enterprise-Wide Solution — Centralizing KOL Management, Training and Promotional Content Management and Distribution**

This session describes a case study of a pharmaceutical company's successful implementation of an internal/external centralized KOL management, training and content management platform for eight branded products. Learn how Boehringer Ingelheim implemented a direct to desktop platform that effectively centralized, managed and provided flexibility to accommodate regulatory compliance issues regarding the content provided to KOLs. The case study features a description of the benefits of this platform, including efficient electronic contract signing, KOL self paced training, auto-updateable content management, secure content distribution and automated "rules" & "permissions" usage of content, all running in a "wizard" like mode either on- or off-line for the convenience of the KOL and pharmaceutical company. The session also illustrates how to measure the improvements this platform provides to KOL management.

- How to implement a platform to centralize KOL management
- Learn how to evaluate ROI on implementing this technology

Leo Herbette, Ph.D., M.D., President, Exploria Productions, LLC
Robert Groebel III, Director Medical Education Strategy & Content Development, Boehringer Ingelheim Pharmaceuticals, Inc.

11:45 **Implement Successful Strategies to Improve the Public's Perceptions of KOLs and Pharmaceutical Companies**

A recent Wall Street Journal Online/Harris Interactive Health Care Poll found that only 9% of the public trusts the pharmaceutical industry to do the right thing. KOLs are sometimes perceived as "sell outs" by their peers when they work with pharmaceutical companies. So, while partnering with KOLs can be of great benefit to both parties, if the relationship is not handled with the utmost care, it has the potential to lower even further the industry's reputation with the general public. This session discusses how to minimize these negative perceptions.

- Should KOLs be used to "promote" a specific product for a pharmaceutical company?
- If they do promote a product, how should it be handled so that the KOL is not perceived as being a "sell-out" by his peers?

- Compensation — How much is too much?
- Learn how to be transparent and objective while working with KOLs

Moderator: Louis Hudspeth, Ph.D., Regional Director, Department of Scientific Affairs, Central U.S., Berlex Oncology

Panelists: William L. Hirschhorn, Director Graduate Office of Clinical Research, Drexel University College of Medicine

Michael Bailey, Vice President Marketing, Imclone Systems

Carmen Yolanda Bonta, DMD, Director Medical Research, Colgate Palmolive

12:30 *Luncheon*

1:45 **Identify and Overcome Conflict of Interest Issues that Arise with KOLs**

KOLs may have conflict of interest issues. That is, they may represent a company that they have a stake in either because they own shares or they sit on one of the company's boards. Such conflicts could damage the KOLs reputation with his peers and also lower pharma's trust with the public. These conflict of interest issues are sometimes more apparent when marketers, who want to know how a drug should be positioned over its lifecycle to remain a profitable product, employ the services of a KOL. The KOLs may appear unfavorably amongst their peers for "promoting" a product and there has been an increase in government scrutiny of these relationships. This session explores the potential pitfalls of allowing this to happen and also what strategies to implement to prevent it.

- Explain potential conflict of interest issues
- Overcome conflict of interest issues so as to minimize negative perception
- Implement an internal strategy to eliminate these issues

Welton O'Neal, Associate Vice President, Medical Affairs, Nitromed

2:30 **KOL Education and Training on Clinical Research**

Pharmaceutical companies may financially support research in academic or institutional settings. However, KOLs are not always trained on the process for initiating and conducting these studies, contracting, IRB and patient recruitment, etc. This session provides relevant information on how to develop an education program to ensure that the companies that the KOLs partner with have the necessary tools to be successful in their clinical studies.

- Understand the challenges KOLs face when conducting IIS and Phase IV clinical studies
- Train KOLs on clinical study processes — IIS versus Phase IV
- Understand the expectations, differences, resources and basic guidelines to succeed in conducting IIS and Phase IV studies
- Develop long-term KOL research focused relationships

Sheri Dranzo Siegel, Pharm.D., Manager, Medical Science Liaisons, UCB Pharma

Gayle A. Russell, RN, BSN, Clinical Project Manager, UCB Pharma



3:15 **Hear from a KOL Who Now Works within Pharma**

The perceptions of KOL-Pharma interactions are often different depending on which side of the equation you happen to be on. KOL programs and KOL relationships in general can be improved by considering the needs and benefits of these relationships from the other party's point of view. In this session, hear from a KOL whose career evolved into KOL management within pharma. Using case studies, he illustrates the challenges KOLs face and how to best overcome them.

- Understand the challenges KOLs face when working with the pharmaceutical industry
- Facilitate stronger KOL — Pharmaceutical company relationships by designing interactions to meet both party's needs
- Specific cases discussed for illustration



Anton Ehrhardt, Ph.D., Senior Director Medical Affairs, CSDs, Cubist Pharmaceuticals, Inc.

4:00 *Close of Conference*

WHO SHOULD ATTEND:

This conference would be of interest to Vice Presidents and Directors at a pharmaceutical, biotechnology or medical device companies with responsibility in the following areas

- Medical Affairs
- Marketing
- Marketing Research
- Marketing Communications
- Product Managers
- New Product Planning
- Relationship Managers/KOL Directors
- MSLS
- Scientific Affairs
- Clinical Plans Team Leader
- Research Analyst
- Academia
- KOLs
- Compliance
- General Counsel
- Strategic Partnerships

This conference will also benefit consultants, technology vendors and companies providing services to the above audience.

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This Year's Format and Focus Includes:

- 12 industry perspectives on best practices to employ in KOL management
- A keynote address — Understand and comply with guidelines and regulations surrounding KOL programs
- In-depth case studies on educating KOLs on compliance and understanding the perspective of working as a KOL and working within pharma on KOL programs

PLUS! Choose from Two Pre-Conference Workshops — Monday, November 13, 2006

- | | |
|--|---|
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