

MSL: Recipe for a strong KOL plan

Ingredients:

- Medical/Brand Plan (short and long term)
- Internet
- Live meetings (F2F, congresses, symposia)
- Advice and information from colleagues
- Efficient and user friendly KOL plan template

Preparation and cooking time: this dish requires regular attention

Instructions:

Extract the Strategic Goals from your Medical Plan, choose the juiciest ones with the biggest impact to determine the type of KOLs you will want to be working with. Ensure you include both short term and long term goals to increase flavour and depth of the plan.

Go on the internet and spend many hours identifying and mapping KOLs by investigating the active participants in Specialist Societies, (inter-)national symposia, publications and research. Don't worry about perfecting the composition of the dish yet, you will be able to finetune later.

Add advice from internal stakeholders, go out and talk to KOLs, go to congresses, ask questions, get to know them. Stir in with the outcomes of your internet search and simmer. Finetune. Add a grain of salt to maintain flexibility.

Determine which KOLs are most important to you and your Medical Plan and set goals for your interactions with each of them. Don't worry about making it perfect yet, this dish improves with age and experience. Keep heated on low fire the whole time, updating and stirring as you go.

Take the Medical activities from your Medical Plan and match them with the right KOLs, at the same time meeting your Medical Plan goals and your KOL goals. Ensure balance in activities to avoid unbalanced flavours in both activities and KOLs. Also include KOLs that you are uncomfortable with as this will add spice and meaning to the dish.

Serve with a sprinkling of good humour, resilience and patience.

Do not freeze. Should be reheated, stirred and updated on a regular basis.

Suggested side dishes:

- Alignment in the infield team
- Clear communication on (the impact of) your plan
- Great communication and networking skills

Wine suggestion:

- Probably yes

Extra ingredients to spice things up:

- Global Publication and Clinical Plans to align and maximize your KOL activities
- Information from KOL mapping third parties to get structured info on KOLs
- KPIs

****Please note that a Digital Opinion Leader or Rising Star plan requires different ingredients and cooking times. Recipe will follow at later stage****

Medical Affairs: Recipe for good cross functional collaboration

Ingredients:

- All internal stakeholders
- Medical/Brand Strategy and Plan (short and long term)
- Binding agents:
 - Communication
 - Clarity of roles
 - Respect
 - Trust

Preparation and cooking time:

this dish requires regular attention and is never finished

Instructions:

First, take stock of what is in your fridge and pantry: which stakeholders are available that should be part of this dish?

Remove or replace any stakeholders that have turned sour or lost their consistency to prevent cross-contamination of bad ideas, mood and intentions.

Unfortunately, one sour ingredient can mess up the whole dish, unless very closely monitored.

Now, for each of the stakeholders, find out what their needs and expectations are, and what they can do for you.

You do this by taking the time to marinate each of them in attention and conversation.

The flavours of these stakeholders needs and expectations are complex, ensure you draw all of them out and understand them well.

Internal stakeholder needs and actions should be fully aligned with the Brand Strategy.

Needs and actions that are not in line with the Strategy will decrease nutritional value of the end result and should be identified and avoided.

The stakeholder needs and actions are best kept in a Brand Plan, where they can be kept fresh and visible.

Regular updates are needed to ensure continued freshness.

Pour all ingredients into the structure of a team, bring stakeholders into contact with each other at regular intervals to ensure all ingredients interact and merge.

Heat the dish but don't let it boil.

Bind the dish with communication, clarity of roles and a dose of respect and trust.

If any of these binding agents is absent or dosed to low, the team will disintegrate.

Chaos, negativity and bad behaviour is likely to ensue.

Nutritional value of this dish will increase over time if you treat it well.

On a regular basis, stir and check the binding agents (communication, clarity of roles, respect, trust) are still present and active.

This dish is most pleasant if cooked on a low fire, but it should be able to withstand higher peak temperatures and pressure.

If long term high heat or pressure is expected, add additional binding agents and monitor closely.

If high heat is continuous, nutritional value will decrease drastically and stakeholders are likely to turn sour or leave.

This should be avoided at all cost.

To make the dish more tasty, add occasional social activities and freely sprinkle credits and praise for work well done.

Suggested side dishes:

- Alignment in the management team to ensure top-down support
- Clear processes and systems to support collaboration
- Laughter, fun and room to breathe

Wine suggestion:

- A little may be nice, but do not overdose. We advise against the use of hard liquor (or worse)