

6TH KOL AND MSL EXPERTISE SUMMIT

Improve Relationship Management, Insight Gathering, Business Acumen,
and Soft Skills to Drive Success

Quantify Impact and Demonstrate MSL Value to Internal and External Stakeholders



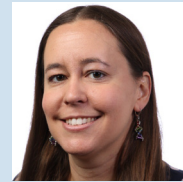
Sherin Al-Safadi
VP, Medical Corporate Affairs
RADIOPHARM THERANOSTICS

Anticipate the Uses and Threats of Artificial Intelligence



Eddie Power
CEO
EMPOWER MEDICAL

Focus on the Impact MSLS have on Product Launches



Holly Nguyen
Senior MSL
MURAL ONCOLOGY



Sheila Komara
Senior MSL
JAZZ PHARMA

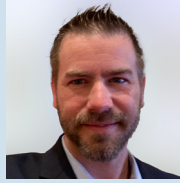
Determine the Top Priorities for a Successful Insight Program



Carl De Luca
Director
Field Medical Affairs,
Oncology
REGENERON

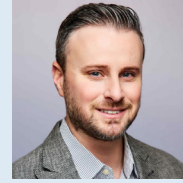


Ana Bozas
Director, Scientific
Publications & Medical
Communication
IPSEN



Ryan Van Puffelen
Senior Marketing
Manager, KOL & Society
Strategy
JOHNSON & JOHNSON

Clarify the Best Roles for MSLS at Clinical Sites



Brett Mulvey
Director, Head of Field
Medical Affairs
MERUS



Darren Johnson
MSL
VOR BIO

Build an Outreach Strategy that Complements Corporate Strategy



Cathy Andorfer
National Director, Field
Medical Affairs
TOURMALINE BIO



Kerstin Wagner
Director, Global Scientific
Engagement
KENVUE



Christy Smith
Team Lead, MSLS, GU,
MA-US
ASTELLAS



Heidi Katz
Associate Director, Marketing
Communications
LEO PHARMA

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The program was nicely and thoughtfully designed and executed. Congratulations for the success!

-Global Evidence and Outcomes Leader, TAKEDA

Great to learn how other teams are working with these challenges! The panel Q&A was very helpful.

-Director, Field Medical, AMGEN

6TH KOL AND MSL EXPERTISE SUMMIT

*Improve Relationship Management, Insight Gathering, Business Acumen,
and Soft Skills to Drive Success*

Building and maintaining relationships with KOLs and advanced practice providers is always difficult, requiring a fusion of up-to-date accurate scientific knowledge with soft skills and an agile emotional intelligence. This tricky task has gotten even harder in times of rapid team turnover and when many KOL accounts are “no-see,” preferring all meetings be handled remotely. Do your teams have the training and expertise to identify and manage their KOL prospects? And how well-prepared are they to handle the messaging changes that come throughout the entire product life cycle?

As the longtime home of the most trusted and in-depth conferences on this issue, DGE invites you to its **6th KOL & MSL Expertise Summit**, taking place February 26-27, 2025, in Philadelphia. No other event goes into such crucial detail on these topics YOU requested, including:

- Structuring MSL collaborations with medical information colleagues
 - Determining what a successful insight program looks like
 - Facing the biggest challenges of working with payers
 - Broadening MSL involvement throughout the entire drug life cycle
 - Demonstrating MSL value to internal and external stakeholders
- ...and much more!

WHO WILL ATTEND

- MSL
- Medical Affairs
- Field Medical
- Managed Care Liaison
- Medical Value Liaison
- KOL Management
- Clinical Liaison / Clinical Trial Liaison / Clinical Science Liaison
- HEOR
- Public Health Liaison
- Medical Outcomes
- Medical Director
- Medical Information
- Scientific Communication
- Life Cycle Management
- Scientific Affairs
- Compliance
- Regulatory Affairs

REGISTER

FEATURED SPEAKERS



Cathy Andorfer
National Director,
Field Medical Affairs
TOURMALINE BIO



Sonish Azam
Senior MSL Oncology,
Ontario / Western
Canada
KYOWA KIRIN



Jason Bain
Medical Science
Liaison
EXACT SCIENCES



Maria Barr
Principal MSL
ALEXION



Jared Borlagdan
MSL, Thoracic
Oncology
ASTRAZENECA



Ana Bozas
Director, Scientific
Publications &
Medical
Communication
IPSEN



Stephanie Daub
Director, Field
Medical Excellence
ALKERMES



Adeola Davis
Director of Learning
& Development,
Medical Affairs
ACADIA PHARMA



Carl De Luca
Director, Field
Medical Affairs –
Oncology
REGENERON



Lauren DeRienzo
Senior Associate
Director, Medical
Strategy
**BOEHRINGER
INGELHEIM**



Joyce Freehling
Senior National
Clinical Science
Liaison
INSULET



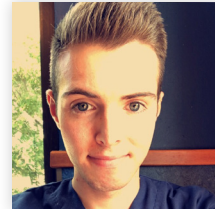
Darren Johnson
MSL
VOR BIO



Heidi Katz
Associate Director,
Marketing
Communications
LEO PHARMA



Sheila Komara
Senior MSL
JAZZ PHARMA



Andrew Lanier
Associate MSL
VERASTEM



Carol Lawlor
Senior National
Director, Field
Medical – Northeast
ALKERMES



Lance Lewis
National Senior
Director, Field
Medical Affairs
CORIUM



Brett Mulvey
Director, Head of
Field Medical Affairs
MERUS



Holly Nguyen
Senior MSL
MURAL ONCOLOGY



Eddie Power
CEO
EMPOWER MEDICAL



Ryan Van Puffelen
Senior Marketing
Manager, KOL &
Society Strategy
**JOHNSON &
JOHNSON**



Sherin Al-Safadi
VP, Medical
Corporate Affairs
**RADIOPHARM
THERANOSTICS**



Christy Smith
Team Lead, MSLs,
GU, MA-US
ASTELLAS



AiThi Sprinkle
Associate Director,
MSL
VOR BIO



Kerstin Wagner
Director, Global
Scientific
Engagement
KENVUE



Meital
Yerushalmi
Medical Science
Liaison & Associate
Director
NOVARTIS

8:00 AM
ALL TIMES IN EST

Registration & Networking Breakfast

8:45 AM

Chairperson's Opening Remarks

ASSEMBLE, TRAIN, AND RETAIN THE BEST MSL TEAMS

9:00 AM

PANEL: Determine the Proper Training Levels and Formats

There may not be uniform agreement on how best to train MSLs, as their managers may prefer they stay in the field as much as possible and the trainers brought in to work with them may not be focusing on the issues they want covered. Though MSLs naturally want to spend more time in the field, the value of practice should not be overlooked.

- Gather input from legal colleagues on whether MLR training is necessary
- Evaluate the usefulness of roleplay training sessions
- Calculate the ideal balance for training lengths, formats, and repetition

Carol Lawlor, Senior National Director, Field Medical – Northeast, **ALKERMES**
Stephanie Daub, Director, Field Medical Excellence, **ALKERMES**
Sonish Azam, Senior MSL, Oncology, Ontario / Western Canada, **KYOWA KIRIN**

9:45 AM

Build Core Competencies in Business Acumen and Strategic Thinking

MSLs often struggle with fitting both medical and scientific collaborators into the corporate business plan, and in strategically linking their output and insights back to the business strategy itself. If team members mostly come from academic or hospital backgrounds, what new training is necessary to help them clearly spot and adapt to new business opportunities?

- Prioritize a collaborative mindset
- Emphasize to all team members that they are expected to clearly grasp business strategy
- Make a business-centric mindset more of a prized and developed skill set

Adeola Davis, Director of Learning & Development, Medical Affairs, **ACADIA PHARMA**

10:30 AM

Networking Break

11:00 AM

Elevate MSL Performance with Well-Structured Collaborations with Medical Information Teams

Medical Information colleagues can closely support MSLs, with shared operating models and best practices. A highly integrated model with aligned skill sets is the ideal goal – but if not structured properly, both teams can face setbacks.

- Assign Medical Information scientists as integral members of product teams
- Accelerate your answers on obscure questions in the field
- Flag the warning signs of poorly-structured partnerships

Jason Bain, Medical Science Liaison, **EXACT SCIENCES**

11:45 AM

PANEL: Determine the Top Priorities for a Successful Insight Program

The insights your team bring back to your organization can give direction on unmet needs, areas for growth, and the potential for new research trials. With proper training, your team can help elevate the value of insights and the rigor with which they are collected, archived, and studied.

- Debate the best ways to train MSLs for collecting insights
- Help new team members differentiate the usefulness of various insights and how to collect them
- Set new standards for scientific exchange

Carl De Luca, Director, Field Medical Affairs – Oncology, **REGENERON**

Ana Bozas, Director, Scientific Publications & Medical Communication, **IPSEN**

Ryan Van Puffelen, Senior Marketing Manager, KOL & Society Strategy, **JOHNSON & JOHNSON**

12:30 PM

Lunch

1:45 PM

Anticipate the Uses and Threats Represented by Artificial Intelligence

Your job is to provide an informational link between medical affairs and the outside world. Could your support role be replaced by a chatbot? Even if it really can't, could management start to think otherwise?

- Spot situations where AI can help you modify your writing style for different audiences
- Emphasize a need for validating all AI output

Eddie Power, CEO, **EMPOWER MEDICAL**

2:30 PM

Break Down Silos and Broaden Understanding of Healthcare Economics

MSLs starting with a clinical background may believe clinical value itself will naturally drive a change – but senior team members must guide them towards being able to address the total cost of care and the more holistic positioning of the product. Even a strong case can be made stronger with more detail about improved patient follow-ups or decreased doctor visits.

- Define HEOR and key stakeholders in drug pricing / fulfillment
- Pinpoint the role of healthcare economics as the primary driver for key decisions
- Clarify the MSL role in HEOR integration

Andrew Lanier, Associate MSL, **VERASTEM**

3:15 PM

Networking Break

3:45 PM

Tackle the Biggest Challenges of Working with Payers

MSLs and HEOR colleagues must combine their perspectives for an evidence-based approach when working with payers. Your whole team must be prepared to understand the perspectives of both insurers and PBMs.

- Grasp the impact of new Congressional legislation regarding PBMs and pricing
- Gather the necessary clinical medical background
- Bring a real-world evidence perspective to the table

Joyce Freehling, Senior National Clinical Science Liaison, **INSULET**

4:30 PM

Broaden MSL Involvement Throughout the Drug Life Cycle

MSLs should get involved with products at least 2 years pre-launch. Broadening their involvement with clinical development and trials can help them more fully understand data as it comes in, with far more exposure to patient knowledge and concerns.

- Develop relationships with those who use these drugs the most
- Prepare to answer peer-to-peer questions around product launches, not only about science but also about what HCPs will experience when administering the product
- Support ongoing disease education to prep the market for your new entity

AiThi Sprinkle, Associate Director, MSL, **VOR BIO**

5:15 PM

PANEL: Clarify the Best Role for MSLs at Clinical Sites

Some companies have MSLs heavily involved with clinical trials, others not at all. Depending on your product life cycle, you may find MSL involvement to be a great asset, but it will need to be planned in detail ahead of time.

- Analyze the benefits of MSL when identifying and initiating sites and answering queries
- Acknowledge the potential downsides of having too many teams involved
- Ensure there is no question around who owns the relationship

Brett Mulvey, Director, Head of Field Medical Affairs, **MERUS**

Darren Johnson, MSL, **VOR BIO**

Meital Yerushalmi, Medical Science Liaison & Associate Director, **NOVARTIS**

8:00 AM
ALL TIMES IN EST

Registration & Networking Breakfast

8:45 AM

Chairperson's Recap of Day One

STREAMLINE EXTERNAL RELATIONSHIPS AND KOL OUTREACH

9:00 AM

PANEL: Build an Outreach Strategy that Complements Corporate Strategy

Without a thorough grasp of corporate priorities, MSLs might fail to notice opportunities for potential collaboration and overlap. Taking the time to raise awareness and learn from executive leadership staff can help make sure you don't let a key performance opportunity slip by.

- Internalize that companies are not "plug and play" and that each has its own culture
- Raise awareness through listening to earnings calls
- Become familiar enough with corporate strategy to quickly highlight the areas that are a best match with your insights

Cathy Andorfer, National Director, Field Medical Affairs,

TOURMALINE BIO

Kerstin Wagner, Director, Global Scientific Engagement, **KENVUE**
Christy Smith, Team Lead, MSLs, GU, MA-US, **ASTELLAS**
Heidi Katz, Associate Director, Marketing Communications, **LEO PHARMA**

9:45 AM

Quantify Impact and Demonstrate MSL Value to Internal and External Stakeholders

Medical Affairs continues to struggle with demonstrating the value of MSLs, both to internal partners (including Upper Management) and key external stakeholders that are part of the patient healthcare ecosystem. Despite advancements in new measures to demonstrate MSL impact and value, this principal gap still exists.

- Gain a deeper understanding of the key differences between measuring MSL outcomes vs impact
- Determine the right measures for MSL activities to assess impact
- Successfully navigate internal expectations to ensure alignment with patient-centric strategic corporate goals

Sherin Al-Safadi, VP, Medical Corporate Affairs, **RADIOPHARM THERANOSTICS**

10:30 AM

Networking Break

11:00 AM

Devote Resources Required for Global MSL Outreach

The need to balance remote and in-person meetings is even more important when working in international markets. What are the different skill sets required when establishing and maintaining an informational relationship with KOLs on the other side of the world? What happens if one MSL is responsible for the entire world?

- Strictly prioritize your country outreach
- Adapt goals around the real capacities of your company and staff – especially at small pharma
- Reach a deep understanding of marketplace and regulatory differences

Lauren DeRienzo, Senior Associate Director, Medical Strategy, **BOEHRINGER INGELHEIM**

11:45 AM

FIRESIDE CHAT: Focus on the Impact MSLs Have on Product Launches

Both MSLs and TLLs have vital roles to play in disease state awareness campaigns revolving around product launches. You must work hand-in-hand to prep the market for a new product – especially if this disease area has never had a therapeutic before and there are no competitors.

- Tailor education around crucial titles
- Determine whether commercial teams responsible for disease state education have all the knowledge they require
- Balance conveying needed information to both internal team members and external stakeholders

Holly Nguyen, Senior MSL, **MURAL ONCOLOGY**
Sheila Komara, Senior MSL, **JAZZ PHARMA**

12:30 PM

Lunch

1:45 PM

Learn to Thrive in the "Grey Area" of Psychiatry MSLs

Switching disease areas can involve a major learning curve, requiring flexible learning. This is all the more obvious when moving into psychiatric medicine, where symptoms can be subjective and difficult to measure and treatments are less tangible and straightforward.

- Review how psychiatric HCPs differ in treatment methods
- Spot the warning signs of an emphatically black-and-white training background
- Compare and contrast with other challenges of changing disease indications

Lance Lewis, National Senior Director, Field Medical Affairs, **CORIUM**

2:30 PM

Choose the Best Congresses for KOL Meetings and Networking

How can you prioritize the many scientific congresses in your community? Is biggest always best? Congresses at the national, regional, and community level all have their advantages and drawbacks, and require different networking strategies.

- Highlight the potential benefits of smaller events
- Grasp that many CME-driven congresses still remain on a virtual or hybrid model
- Map the KOLs who are the most difficult to reach due to community size and scheduling issues

Jared Borlagdan, MSL, Thoracic Oncology, **ASTRAZENECA**

3:15 PM

Build Organizational Guardrails Between MSLs and TLLs

Many companies use Thought Leader Liaisons for disseminating high-level scientific concepts. Often with different backgrounds, degrees, and skills, TLL involvement can be seen as competition by some MSLs – so how can you make sure your team benefits from both while not being derailed by a perceived job threat?

- Set up TLL involvement that compliments, rather than conflicts with, MSLs
- Clearly distinguish between outreach methods so no one feels like there is repetition or internal competition
- Emphasize the need for mingling technical and human skills

Maria Barr, Principal MSL, **ALEXION**

Conference Concludes

IN-PERSON

VIRTUAL / ON-DEMAND

SUPER EARLY BIRD
\$1,796
Register by December 6

EARLY BIRD
\$1,996
Register by January 10

SUPER EARLY BIRD
\$1,596
Register by December 6

EARLY BIRD
\$1,796
Register by January 10

STANDARD
\$2,196
Register after January 10

REGISTER ON-SITE
\$2,396
Register on-site

STANDARD
\$1,996
Register after January 10

REGISTER ON-SITE
\$2,196
During or after event

HOTEL INFORMATION



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Philadelphia, PA 19103
(215) 561-7500

Our special attendee room rate will be available until February 4, 2025.

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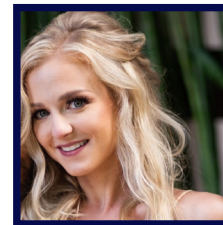
DELEGATE PROGRAM MANAGER



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