



Background

A mid-sized pharmaceutical company expressed interest in reorganizing its existing list of KOLs and developing an updated list of HCPs to interact with at ASH 2021.

CLIENT PAIN POINTS

The client team was wrestling with disparate KOL lists and was unable to establish a complete perspective on all KOL engagements that had taken place during the COVID pandemic.

Situation assessment and problem definition

JOLT conducted an initial review of the client's KOL list and their approach to KOL identification and engagement. The audit, along with key internal stakeholder interviews, revealed behaviors and mindsets that were negatively impacting the strength and value of the relationships with their KOLs:

1 ENGAGEMENT SILOS

JOLT quickly uncovered that the Clinical, Medical and Marketing teams were operating in silos, building their own KOL lists and engaging with them without sharing relevant information with their cross-functional colleagues.

2 DISPARATE LISTS

By the end of our audit, JOLT identified 17 different KOL lists that were being used across the company, all of which contained many of the same KOLs. These lists were on a number of Excel sheets, PowerPoint documents, and specialized databases with no efforts made to cross-reference and/or share their content.

3 LACK OF OBJECTIVES

Our assessment revealed that close to half of the KOL engagements could not be clearly tied to a specific objective or desired outcome(s).

4 LIMITED PROFILES

JOLT found that the information regarding each KOL was often incomplete, limited and even outdated. The client teams spent an inordinate amount of time looking for emails, phone numbers, activity information and contracts with their company. Several teams actually had engaged 3 different agencies to provide them with more detailed KOL profiles to inform their engagement plans and decisions.

These dynamics contributed to growing internal frustration, disorganized implementation, unproductive use of resources and, more importantly, to incidents that negatively affected the KOL, the engagement activity or both.

Examples of duplicate ad boards, unshared clinical and strategic insights, KOL over-engagement, unproductive KOL meetings and embarrassing lack of awareness of KOL activities within the company abounded; these illustrated how this had impacted the quality of the collaborations despite all of the company's best intentions.



Solutions

After reviewing and validating our findings, JOLT implemented the following steps and initiatives to help our client regain control of their KOL engagement efforts.



JOLT Actions/Solutions	Engagement Silos	Lack of Objectives	Disparate Lists	Limited Profiles
Consolidated and harmonized all of the client's existing KOL lists into a single master list using our ORBIITS™ platform	X		X	
Scheduled a workshop to review and clearly identify KOL engagement objectives and supporting activities for ASH 2021 and well into 2022	X	X	X	
Implemented a series of quarterly RAC (Review-Assess-Calibrate) sessions with all key internal stakeholders to empower them to access and use ORBIITS™ to inform their engagement activities	X	X	X	
Reprioritized and re-segmented existing KOLs to match client objectives, thereby uncovering well defined gaps in KOLs needed to fully realize client's vision for ASH 2021	X	X	X	
Conducted research and identified 35 new KOLs (with detailed profiles) that were added to the client's master list along with specific engagement objectives for ASH 2021	X	X	X	X
Supported client with planning and onsite support for ASH 2021 engagements	X	X		
Conducted a post-congress review session to assess impact and key takeaways . Used those insights to refresh 2022 KOL engagement objectives and refine engagement plans.	X	X	X	X

*These plans were developed via collaborative cross-functional workshops and were posted on an internal portal to ensure seamless access throughout the year.



Client teams are currently capturing, tracking and sharing all ongoing and planned KOL engagements on ORBIITS™, JOLT's cloud-based KOL Management platform.

With this current arrangement the client is in the process of developing new collaboration SOPs to plan and share insights/ideas with cross-functional colleagues throughout the year. JOLT has also been asked to provide full profiles for all their KOLs with an option to add social media activity information in Q2 2022.

Summary of results



Removed engagement silos and enabled seamless cross-department collaboration and coordination with KOL efforts. Cross-functional team now operate and make decisions with full visibility into KOL engagements across all teams.



Harmonized KOL objectives are now being followed by all team members to create consistency and allow meaningful tracking of all engagements



Compiled KOL lists into one central, accessible location to facilitate information seamless information sharing across team



Meaningful ASH meeting analytics provided the client team for the first time with **a detail summary of all KOL engagements** across a range of important parameters