

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
Master Class Episode 48

“Master Class Episode 48”
Topic: - “KOL Management in the Pharmaceutical Industry”.
Date: 7 th June 2022 from 04.00 PM to 05:00 PM
Venue: - Offline, IIHMR University, Jaipur
Speaker: - Mr. Durga P Satapathy, Vice President & Head of Intas Women Health Business, Intas Pharmaceuticals, Ahmedabad.
Number of participants: - 42
Introduction: - This session featured: Mr. Durga P Satapathy, Vice President & Head of Intas Women Health Business, Intas Pharmaceuticals, Ahmedabad. The event was moderated by Dr. Saurabh Kumar, Dean -SPM and the Student coordinator is Ms. Sakshi MBA PM Batch 13.
Objective: The objective of KOL management in the pharmaceutical industry is to strategically identify, engage, and collaborate with influential healthcare professionals and experts to: <ol style="list-style-type: none">1. Support Scientific Communication2. Drive Product Awareness and Adoption3. Gather Expert Insights4. Enhance Credibility and Trust5. Support Medical Education and Training6. Bridge Science and Practice
Salient Novel Points Covered: The Salient and Novel Points of KOL (Key Opinion Leader) Management in the Pharmaceutical Industry, emphasizing emerging trends, new practices, and innovative strategies: Salient Novel Points of KOL Management in the Pharmaceutical Industry <ol style="list-style-type: none">1. Data-Driven KOL Identification<ul style="list-style-type: none">• Use of AI and analytics platforms to identify and segment KOLs based on real-time influence, publication impact, and social engagement.• Moving beyond traditional metrics (e.g., publications only) to include digital presence and patient advocacy roles.2. Digital and Virtual Engagement Models<ul style="list-style-type: none">• Shift from in-person interactions to virtual advisory boards, webinars, and online scientific exchanges.

- Use of digital platforms for real-time interaction, global reach, and scalable relationship-building.

3. Personalized Engagement Strategies

- Tailoring KOL interaction plans based on specialty, geography, interests, and preferred communication channels.
- Use of CRM and KOL engagement platforms to track preferences and interactions over time.

4. Cross-Functional Collaboration

- Greater alignment between medical affairs, commercial, and regulatory teams for compliant and coherent KOL engagement.
- Emphasis on scientific integrity over promotional messaging.

5. Global-Local KOL Strategy

- Coordinated approach to manage global thought leaders while empowering local or regional experts for market-specific insights.
- Balancing centralized strategic direction with localized execution.

Role: Role of KOL (Key Opinion Leader) Management in the Pharmaceutical Industry

KOL management plays a strategic and multifaceted role in bridging scientific innovation with clinical practice. It ensures that pharmaceutical companies engage with credible medical experts to drive research, education, and responsible product adoption.

Enhancing Scientific Credibility

- KOLs help validate a company's scientific work by providing independent expert opinions.
- Their support boosts trust in the clinical value of new therapies among the medical community and regulators.

Informing Product Development

- KOLs contribute valuable insights in drug development phases, including trial design, endpoint selection, and unmet medical needs.
- Their clinical experience ensures new products are aligned with real-world practice.

Driving Medical Education

- KOLs act as speakers, trainers, and content creators in Continuing Medical Education (CME), conferences, and symposia.
- They help educate peers on treatment guidelines, disease management, and proper product use.

The role of KOL management is to connect pharma innovation with expert insights in a compliant, credible, and collaborative manner, thereby enhancing patient care, product success, and scientific advancement.

Challenges and Opportunities:

The Challenges and Opportunities in KOL (Key Opinion Leader) Management in the Pharmaceutical Industry, useful for strategic planning, presentations, or training sessions:

Opportunities in KOL Management

Enhanced Digital Engagement Development of smart devices like wearables and remote

monitoring tools.

Advanced Data Analytics for KOL Identification

Integration of Digital Opinion Leaders (DOLs)

Global-Local KOL Strategy

Challenges in KOL Management

Regulatory and Compliance Risks

- Stricter regulations (e.g., Sunshine Act, GDPR) require transparency and accurate reporting of KOL interactions.
- Missteps can lead to legal penalties and reputational damage.

Maintaining Objectivity and Trust

- Over-engagement or biased relationships can raise concerns about influence and ethical boundaries.
- Balancing promotional goals with scientific integrity is critical.

Fragmented Communication

- Disjointed engagement across departments may lead to inconsistent messaging and duplicate efforts.
- Lack of centralized KOL databases or CRM systems impedes coordination.

Effective KOL management in pharma requires balancing scientific collaboration with ethical, data-driven, and regulatory-aware strategies. While digital tools and analytics offer new opportunities, companies must overcome trust, compliance, and communication challenges to succeed.

Q &A and Interactive Discussion:

Interactive Discussion on KOL (Key Opinion Leader) Management in the Pharmaceutical Industry, designed to engage participants through critical thinking, role-play, and collaborative activities. Ideal for use in workshops, webinars, corporate training, or academic settings.

Objectives

- Understand the strategic importance of KOL management
- Identify emerging trends, challenges, and compliance needs
- Discuss how to build ethical, effective KOL relationships

Case-Based Breakout Discussion (15–20 min)

Scenario:

Your company is preparing to launch a new cardiovascular drug. The medical affairs team must build a KOL engagement strategy.

Breakout Group Task:

- Identify criteria for selecting KOLs
- Propose 2–3 engagement tactics (e.g., advisory board, scientific meeting)
- Highlight one major compliance consideration

Future Scope:

KOL management is evolving rapidly in response to technological advancements, changing regulatory landscapes, and shifting expectations in healthcare.

Rise of Digital Opinion Leaders (DOLs)

Future Opportunities

Future Direction: Integration of social media influencers and online thought leaders into KOL

networks.

Why It Matters: Physicians increasingly turn to **LinkedIn, X (Twitter), YouTube**, and other platforms for professional learning and peer opinions.

Opportunity: Pharma companies will expand KOL engagement to include DOLs for broader reach and real-time dialogue.

Personalization of Engagement Strategies

- **Future Direction:** Hyper-personalized KOL plans based on interests, influence areas, and engagement history.
- **Why It Matters:** KOLs expect **meaningful, relevant interactions**—not one-size-fits-all communication.
- **Opportunity:** Enhanced engagement quality through CRM systems and omnichannel strategies.

Global-Local KOL Synergy


- **Future Direction:** Integrated strategies that balance **global scientific messaging** with **local clinical relevance**.
- **Why It Matters:** One-size-fits-all approaches no longer work in a complex, regionally diverse healthcare landscape.
- **Opportunity:** Build **tiered KOL ecosystems** that adapt to each region's healthcare realities.

Integration with Omnichannel Medical Affairs

- **Future Direction:** KOL management will become a core pillar of **omnichannel medical engagement** strategies.
- **Why It Matters:** HCPs expect seamless, coordinated, multi-format communication.
- **Opportunity:** Coordinate KOL input across scientific publications, webinars, apps, digital hubs, and field MSL visits.

Key
Opinion
Leader

KOL Management
in the Pharmaceutical Industry

 Tuesday, Jun 07, 2022

 4:00 PM to 5:00 PM (INDIA) 



SPEAKER

Mr. Durga P Satapathy
Vice President & Head of
Intra Women Health Business,
Intas Pharmaceuticals, Ahmedabad



MODERATOR

Dr. Saurabh Banerjee
Dean SPM
IIHMR University, Jaipur



**STUDENT
COORDINATOR**

Ms. Rakhi
MBA-PM, Batch 13
IIHMR University, Jaipur

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Master Class Episode No. 48

Date: 07/06/2022 (04:00 PM to 05:00 PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Aakash Mahajan	MBA PM Batch 13 (2021-23)	Akash
2	Aditi Gaikwad	MBA PM Batch 13 (2021-23)	Aditi
3	Amarjit Bera	MBA PM Batch 13 (2021-23)	Amarjit
4	Amitabh Sinha	MBA PM Batch 13 (2021-23)	Amitabh
5	Amol Patil	MBA PM Batch 13 (2021-23)	Amol
6	Animesh Roy	MBA PM Batch 13 (2021-23)	Animesh
7	Anjali Pawar	MBA PM Batch 13 (2021-23)	Anjali
8	Anshu Aman	MBA PM Batch 13 (2021-23)	Anshu
9	Arkaprabha Pal	MBA PM Batch 13 (2021-23)	A.Pal
10	Arpita Bhardwaj	MBA PM Batch 13 (2021-23)	Arpita
11	Atika Naushad	MBA PM Batch 13 (2021-23)	Atika
12	Avinash Patnaik	MBA PM Batch 13 (2021-23)	Avinash
13	Ayush Tiwari	MBA PM Batch 13 (2021-23)	Ayush
14	Ayushi Singh	MBA PM Batch 13 (2021-23)	Ayushi
15	Binita Lahiri	MBA PM Batch 13 (2021-23)	Binita
16	Darshan Chhajed	MBA PM Batch 13 (2021-23)	Darshan
17	Divyansh Chauhan	MBA PM Batch 13 (2021-23)	Divyansh
18	Dnyan Gawande	MBA PM Batch 13 (2021-23)	Dnyan
19	Faizan Kadiwala	MBA PM Batch 13 (2021-23)	Faizan
20	Harshit Manav	MBA PM Batch 13 (2021-23)	Harshit
21	Mustafa	MBA PM Batch 13 (2021-23)	Mustafa
22	Muzammel Ali Ahmed	MBA PM Batch 13 (2021-23)	M.A.A
23	Niraj Kumar	MBA PM Batch 13 (2021-23)	Niraj
24	Nirali ben Patel	MBA PM Batch 13 (2021-23)	Nirali
25	Niyati Talwar	MBA PM Batch 13 (2021-23)	Niyati
26	Param Kaila	MBA PM Batch 13 (2021-23)	Param
27	Piyush Shukla	MBA PM Batch 13 (2021-23)	Piyush

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28	Praful Sen	MBA PM Batch 13 (2021-23)	Praful.
29	Pranjal Rakesh Singh	MBA PM Batch 13 (2021-23)	Pranjal.
30	Prem Agrawal	MBA PM Batch 13 (2021-23)	Prem
31	Prince Kumar	MBA PM Batch 13 (2021-23)	Prince.
32	Prince Rana	MBA PM Batch 13 (2021-23)	Prince.
33	Rakhi	MBA PM Batch 13 (2021-23)	Rakhi.
34	Rishi Singh	MBA PM Batch 13 (2021-23)	Rishi.
35	Ritik Tatia	MBA PM Batch 13 (2021-23)	Ritik
36	Rohit Yadav	MBA PM Batch 13 (2021-23)	Rohit
37	Sachin Kumar	MBA PM Batch 13 (2021-23)	Sachin
38	Sakshi Bohra	MBA PM Batch 13 (2021-23)	Sakshi.
39	Sakshi Verma	MBA PM Batch 13 (2021-23)	Sakshi.
40	Samiksha Ram	MBA PM Batch 13 (2021-23)	S. Ram.
41	Sankalp Sapkal	MBA PM Batch 13 (2021-23)	Sankalp.
42	Satakshi Pathak	MBA PM Batch 13 (2021-23)	Satakshi
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