

KOL-Management

Building stronger partnerships with Key Opinion Leaders

TOPICS

- Identifying key influencers and stakeholders in the field
- Building and maintaining relationships with KOLs
- Preparing effectively for KOL meetings
- Gaining actionable insights from KOLs
- Handling challenging situations
- Legally compliant collaboration with KOLs:
practical implications of international codes of conduct

YOUR SPEAKERS



**Dr Maja
Beilmann-Schramm**
msl-excellence, Germany



Victoria Ho
Paramita Project Services Ltd,
United Kingdom

KOL-Management

Aims and objectives

KOL engagement is a cornerstone of the Medical Science Liaison role. This seminar equips participants with the tools and techniques needed to establish and nurture impactful relationships with KOLs. By mastering strategic communication and compliance, attendees will enhance their professional contributions and positively influence patient care.

Who should attend?

Are you a Medical Science Liaison (MSL), Medical Affairs professional, or part of a team that engages with Key Opinion Leaders (KOLs) in the healthcare sector? This seminar is essential for anyone aiming to strengthen relationships with KOLs, gain valuable insights, and elevate patient outcomes through expert collaboration.

Your benefits

- Gain a step-by-step understanding of how to identify and profile key influencers in your field
- Learn proven methods to prepare for and conduct impactful KOL meetings
- Develop strategies for navigating challenging interactions
- Ensure collaborations comply with international healthcare codes and standards
- Stay ahead in multi- and omnichannel communication

YOUR SPEAKERS



**Dr Maja
Beilmann-Schramm**
msl-excellence, Germany

Founder and CEO

Maja has been working in the pharmaceutical industry for over 24 years. Among other roles, she has held several leadership positions in Medical Affairs at national, regional, and global levels. Until 2024, she served for many years as Director Global Field Medical Excellence & HCP Exchange at Merck before starting her career as a consultant, trainer, and coach.



Victoria Ho
Paramita Project Services Ltd,
United Kingdom

Medical Excellence Consultant

Victoria is a dedicated advocate for harnessing the potential of Medical Affairs to drive patient-centric initiatives within companies including 15 years at BMS. With a total of over 20 years in a variety of therapeutic areas, she has held roles including; MSL, MSL Manager and for the last half of her career, Director of Field Medical Communications and Medical Capabilities and Excellence roles both at the European and Global level. She currently works with a variety of companies helping them to enhance their KOL facing impact.

Your programme from 9:00 a.m. - 5:00 p.m.

International Standards for Healthcare Compliance

Dr. Maja Beilmann-Schramm, Victoria Ho

- EFPIA Code of Practice
- WHO Ethical Criteria for Medicinal Drug Promotion

Identifying key influencers and stakeholders in the field

Dr. Maja Beilmann-Schramm, Victoria Ho

- Criteria such as publications, studies or membership in professional groups
- Profiling
- Social Listening
- Exercise: Identifying a suitable KOL for a Project

Multi-/Omnichannel-Communication

Victoria Ho, Dr. Maja Beilmann-Schramm

- Coordination and orchestration of information
- Role of Medical Affairs, especially of Medical Science Liaison Managers
- How can Artificial Intelligence support Multi-/Omnichannel-Communication

Prepare for KOL Meetings

Victoria Ho, Dr. Maja Beilmann-Schramm

- Gather information on the KOL: Internal and external Sources
- Define Meeting Objectives, create a Meeting Agenda
- Anticipate Questions and Challenges
- Adapt communication style according to the KOL's preferences and background

Win-Win Conversations with KOLs

Dr. Maja Beilmann-Schramm, Victoria Ho

- Questioning Techniques for deep insights
- Discussing Real-World Applications - the power of patient stories
- Summarise and Validate Insights

How to Deal with "difficult" situations

Victoria Ho, Dr. Maja Beilmann-Schramm

- KOL is under time pressure, KOL seems distracted, KOL is frustrated by too many company contacts, etc.

KOL-Management

REGISTRATION UNDER

service@forum-institut.com
www.forum-institut.com
Webcode 26082215

Tel. +49 6221 500-500
Fax +49 6221 500-555



REGISTRATION FORM

Yes, I will attend

KOL-Management

Yes, I agree that FORUM Institut may inform me about events by:
 email; and/or telephone.

I may withdraw my consent at any time.

Date

Monday, 31 August 2026 - online
09:00 a.m. - 05:00 p.m.

Fee

€ 1290.00 (+ German VAT)

The fee includes high-quality course material and a participation certificate for download, access to the Learning Space as well as technical support including a test meeting.

Name

Position, department

Company

Street

Post code, city, country

Tel. no./Fax no.

E-mail

Contact person at office

Date, signature

How our online events work

- Our online events are live and interactive. They can be accessed in the Learning Space, where you will also find the programme, the list of participants and all relevant documents.
- You can access the Learning Space with the same account you use for the customer portal.
- The free pre-meeting helps you resolve any technical issues before the event.
- Continuous support during the online event guarantees that you concentrate entirely on the training.
- We guarantee the highest quality according to ISO 9001 and ISO 21001.

CANCELLATION POLICY

Our general terms and conditions (as of 01 June 2024) apply and are available upon request. We can send them to you at any time. Alternatively, you can access them online at www.forum-institut.com/t&c

YOUR CONTACT



Leila Dörfler

Team Leader Pharma & Healthcare
Tel. +49 6221 500-695
l.doerfler@forum-institut.de

