

Working With Opinion Leaders to Create a Foundational Slide Library

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The first requirement in developing a Foundational Slide Library is to listen to your audience. If you create it internally without listening to your audience you are only thinking in an echo chamber.



From development through prelaunch and commercialization, a Foundational Slide Library is a living document that supports a common language and consistent communication throughout the product life cycle. It supports communication to your entire audience of KOLs, patients, pharmacists, community physicians and so on. Sometimes clients ask us to work with them to create separate presentations on different medical topics: That doesn't support consistent communication and doesn't include input from the target audience.

WHAT IS A FOUNDATIONAL SLIDE LIBRARY?



You may call it a master slide library, but we prefer to think of it as a *Foundational* Slide Library because, if properly constructed, it will become the foundation for all training and education programs as well as promotional messaging during the lifetime of the product. It incorporates disease state information and clinical data along with positioning and messaging. So we like to start with a lexicon of terms and a scientific platform that clearly states the key messages—even though they may change over the course of the product's life cycle.

WHAT ARE THE TYPICAL ELEMENTS OF A FOUNDATIONAL SLIDE LIBRARY?



- Description of the disease
- Current environment and therapies, including standard of care
- Unmet need(s)
- Patient issues with current and evolving therapies
- Review of the molecule and any unique features
- Pharmacokinetics and pharmacodynamics
- Mechanism of action
- Safety and efficacy data
- Patient-reported outcomes
- Any safety signals addressed in detail, including management
- Economic issues, including HEOR data
- Conclusion, containing key messages


WHAT ARE THE USES FOR A FOUNDATIONAL SLIDE LIBRARY?

The Foundational Slide Library is a living, evolving document. As new data are available, market considerations and the competitive landscape change, and other issues emerge, the library will be reviewed and updated.



The Foundational Slide Library should be the core of all messaging so that everyone within the company and anyone speaking on behalf of the company in any venue consistently provide the same information and deliver the same messaging. Thus, the Foundational Slide Library supports multiple activities, such as:

- Education of functional groups throughout the organization
- Reference for MSLs when communicating with physicians from prelaunch through launch and beyond
- Resource for thought leaders to use in presentations at congresses
- Speaker training meetings
- Sales rep training
- Educational materials in all media
- Analyst and corporate presentations

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HOW TO DEVELOP A FOUNDATIONAL SLIDE LIBRARY

As we said, the messages contained in the slide library need to reflect the needs of the audience. So the first step is to assemble a live or virtual advisory board of KOLs and investigators. Create an outline of the topics you think need to be covered in the slide library and review this in detail with the advisory board.



We often ask each participant of the advisory board to take responsibility for one topic in the outline. We usually create the first draft with the advisor(s) but we ask them to provide any slides, papers, and thoughts on what to include. After all the sections of the future slide library have been developed, we send it to the advisory board members or reconvene to review. After we've considered the comments and incorporated the revisions suggested by the opinion leaders, the slide library is ready for its debut!

TYPICAL PROCESS: KOL-DRIVEN EDUCATIONAL INITIATIVES



The next step is to assemble regional advisory boards to obtain feedback from community physicians and local or regional thought leaders. This is an important step because these are usually people who treat the majority of the patients. We accomplish these regional advisory board meetings in one of two ways.

Option 1

We convene a live regional advisory board(s) with 20 to 40 community physicians and regional thought leaders and have members of the earlier KOL advisory board present the slides to this audience. Then, we break up the audience into working groups and go through the slide deck, capturing all their comments and suggested changes. Finally, we go home and create a final slide deck based on all the input.

Option 2

We convene a series of small regional advisory groups, either virtual or live, in various geographic locations. A KOL or an MSL presents the slides, and we record the discussion and capture the input. We use the combined input from all the regional advisors to edit and finalize the slide deck.

FINAL STEPS

We send the final slide library to everyone involved in creating it. Now you have a larger group of potential speakers and advocates who feel a sense of ownership and pride in having developed this Foundational Slide Library with you. Are they more likely to use these slides at local and national meetings? Sure, they are—after all, they created them!

Once you have a final slide deck, just remember: It's a living document. Don't put it on a shelf and forget about it. Review and revise it every 6 to 12 months and whenever there are changes in the data or the treatment landscape.

WANT TO CREATE A FOUNDATIONAL SLIDE LIBRARY?

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