

2024 KOL SATISFACTION REPORT



Veeva surveyed more than 100 key opinion leaders (KOLs) across the U.S. and Europe to understand their satisfaction when engaging with the biopharma industry, specifically with field medical teams.

Although KOLs are satisfied overall, they often see misalignment across biopharma functions. This lack of coordination can cause inefficiencies and a suboptimal customer experience, ultimately impacting patient care.

KOLs also highly value scientific exchange with MSLs, who can provide a deeper level of expertise.

Key Findings

94%

say scientific exchange between clinical experts and pharmaceutical companies is becoming more important*

TOP REASONS WHY

- There is an increased volume of scientific data
- Healthcare challenges require deeper collaboration between clinical and scientific experts and industry
- The value of scientific exchange with companies is increasing

KOL Engagement Across Biopharma Functions**



56%

interact with clinical, medical, and sales field teams

72%

interact with medical and sales field teams

18%

interact with all functions (including headquarters)

KOL Satisfaction with Biopharma Engagement**



KOLs are satisfied overall when engaging with biopharma companies. However, inconsistent collaboration and information flow between the different functions can limit company engagement and compromise the overall customer experience.

86%

are satisfied or very satisfied with pharma engagement

32%

say satisfaction with engagement varies substantially across companies

44%

see a lack of coordination and/or alignment across functions

EXAMPLES OF MISALIGNMENT

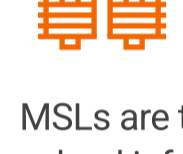
- Conflicting information from different functions
- Each area has its own focus with no peripheral vision
- Interaction does not build on previous one

Field Medical Teams Highly Valued

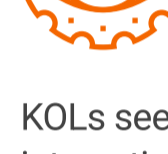
With their scientific background and deep knowledge of evidence, MSLs are the most critical company representatives with whom KOLs interact.

88%

say MSLs bring relevant information to meetings**



MSLs are the second highest valued information source offered by the pharmaceutical industry (in rank order).*



KOLs see many benefits from interacting with MSLs. The most important being opportunities to work on trials, scientific exchange and dialogue, and access to relevant data and evidence.*

Which source of information offered by the pharmaceutical industry gives you the highest value?

1	Medical education events
2	Engagement with MSLs
3	Advisory boards
4	Company symposia
5	Printed materials
6	Company emails/digital materials
7	Engagement with commercial reps
8	Company websites

What is the most important benefit you get from interacting with MSLs (in rank order)?

1	Access to research funds/clinical trial participation opportunities
2	Scientific dialogue with knowledgeable people
3	Access to relevant evidence (publications, posters, etc.)
4	Opportunities to exchange with peers (advisory boards, scientific meetings)
5	Access to relevant product information
6	Speaking opportunities
7	Invitation to congress, symposium



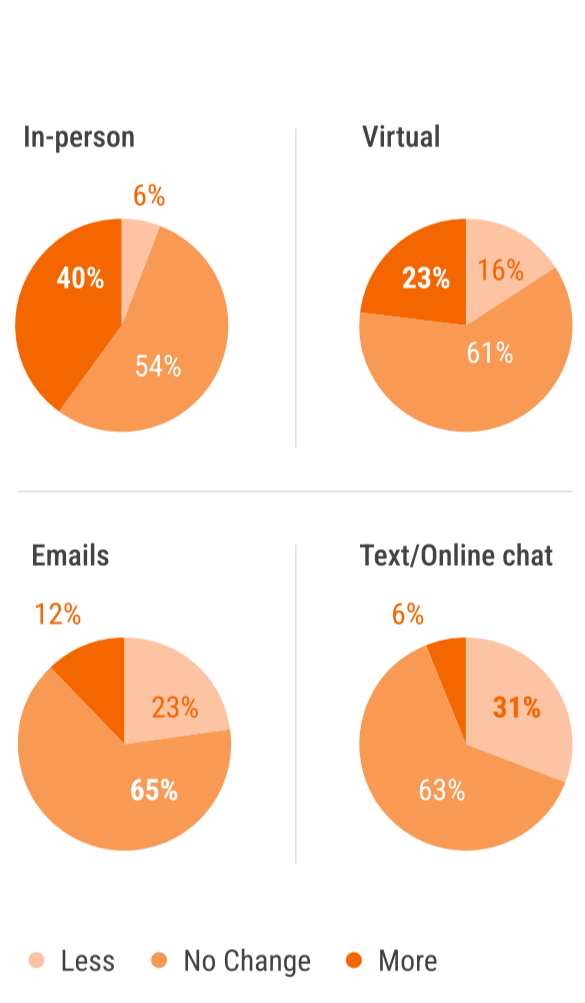
Because of their deep scientific knowledge and training, MSLs can have more meaningful conversations with KOLs, providing relevant materials and information.*



While happy with most levels of interaction, KOLs are looking for more in-person meetings with MSLs.*

Which aspects are the three most important to you when interacting with MSLs?

1	Scientifically educated
2	Up to date regarding the science
3	Help identify opportunities for clinical research participation
4	Trustworthiness
5	Help with professional objectives
6	Easy to work with
7	Offer speaking opportunities



Biopharmas can improve engagement with KOLs by ensuring that every interaction provides value and is tailored to their scientific needs and interests.**

What could pharmaceutical companies do better when engaging with you? (Summary of responses)

- Make it worth my while
- Know my interests and tailor meetings to them
- Have better internal alignment and faster response times to my queries
- Be definitive about how we can make our interests align
- Provide relevant materials for patients and healthcare workers
- Update teams about the latest information related to their products
- Figure out unmet needs and tailor support to address these needs
- Have less focus on sales and more on unmet needs of conditions, along with a better understanding of the disease state

Summary

KOLs are biopharma's most important customers. They drive science forward by conducting clinical trials, publishing evidence, speaking at congresses, writing guidelines, and educating colleagues — all of which shape clinical practice.

Optimizing engagement with KOLs is crucial for the entire organization, but medical affairs engages earlier and deeper than other functions. Medical affairs has a significant opportunity to take a more strategic role in improving engagement — to gain access, engage in scientific dialogue, collect insights, and build trusted relationships — for long-term collaboration.

Based on our findings, here are three key areas of focus for improving engagement with KOLs:



01 Improve coordination between functions

KOLs are keen to engage with biopharma companies to solve healthcare challenges but often encounter misalignment when interacting with the organization. Improving coordination and alignment between functions (such as commercial and medical teams) is crucial to working effectively and creating a positive customer experience. Focusing on mindset and process across functions, as well as implementing technology solutions, will break down these internal silos for better coordination and flow of information across teams.

02 Move away from transactional relationships

KOLs value scientific exchange and their interactions with field medical teams. Moving from transactional to trusted relationships with bidirectional scientific dialogue and collaboration better leverages the impact these stakeholders have on clinical practice. This ensures HCPs have the right information at the right time and patients receive the therapies that get them the best possible outcome.

03 Evaluate the strength and quality of KOL engagement

Knowing how well KOLs are connected to the organization can help medical affairs continually improve engagement strategies. It also shows the valuable role it has in cultivating these relationships. Metrics that better reflect medical affairs' overarching goal — ensuring that science and technology benefit patients — can demonstrate this value. The ability to measure impact will also help further its role and influence in decision-making power, budget, and strategic leadership across the biopharma organization.

Learn more about Veeva's solutions for medical affairs.

See Veeva's holistic, data-driven approach to measuring medical impact.

Demographic summary:
 *Survey 1: 100 Oncology KOLs (50 US/50 EU), May-August 2024
 KOL status qualified by participating in at least three activities: Publishing in scientific journals, involvement in clinical trials, speaking at conferences, and contributing to guidelines.
 **Survey 2: 50 KOLs (31 US/19 EU/EU: 10 UK, 4 DE, 1 FR, 2 ES, 2 IT), September-November 2024
 KOL status qualified by participating in at least three activities: Publishing in scientific journals, involvement in clinical trials, speaking at conferences, and contributing to guidelines.
 Specialty:
 • Oncology (68%)
 • Cardiology (16%)
 • Dermatology (8%)
 • Neurology (4%)
 • Immunology (2%)
 • Metabolic specialist (2%)
 Average KOL patient care time: 78%