

STEP 3

INTERVIEW THE KEY OPINION LEADERS

OVERVIEW

Your landscape has generated hypothesized strategic pillars to address unattended white space based on the current status of best practices – but probably not based on ‘next practices.’

The purpose of the Key Opinion Leader (KOL) interviews is to test the hypotheses with experts active in several key areas in the cure process including AMCs, Health Systems, Biopharma, Technology, and investment. This section describes how to elicit their feedback to confirm or negate your hypotheses – and also provide pivot points to extend your perspective on the opportunity space in unanticipated ways.

These experts can also become key advocates to enhance and advance your strategy. Many will not have realized the power of the emerging role of patient driven data organizations and may want to partner or fund initiatives supporting the strategy.

You have to get outside of the four walls of your organization and learn from other diseases and even other industries. Without this broad engagement of leaders, your perspectives may remain partial, parochial, or naïve and miss out on the next practices with potential new partners.

Four Key Success Factors

1

Identify the right people to speak with

The interview target list should include key leaders from the landscape including academic medical centers, biopharma companies, venture capital, diagnostics and biobanking, advanced analytics, other disease foundations and community health care providers.

The landscape white space analysis will have prioritized the segments most relevant to test your first ideas on the strategic pillars and identified the leaders in each. Naturally, each will have his or her own agenda when it comes to priorities and funding so the interviewer must listen with an ear for your patients.

Four Key Success Factors continued

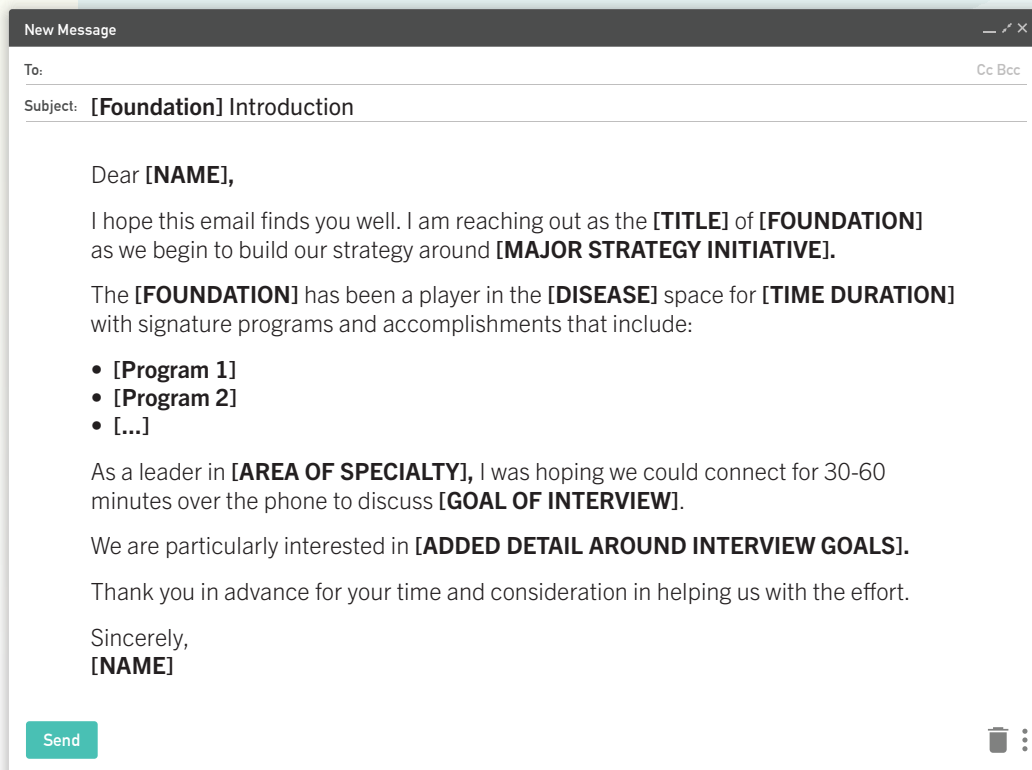
2

Present a compelling reason to get on their calendar

There has to be a compelling reason to secure time from experts as varied as say the Chief Scientific Officer at the VA to the CEO of an AI company. You may only get one shot, so the first step is getting your email opened. This will depend on how well established and known your organization (or whomever is drafting the email) is. For emerging organizations, you may need to secure a highly visible external champion and leverage their brand to open access.

The rationale and potential benefit to both parties has to be clear. Each outreach email must crisply communicate your goal in terms of validating/negating/elaborating on specific hypotheses on the addressable white space where your organization can help each other to accelerate cures. This is often a two-way street – so be prepared to answer how you can help them.

Interviews are normally 30-60 minutes long and a templated email is attached below.



Four Key Success Factors continued

3

Provide pre-read materials and create a customized interview guide

To maximize productivity, it's good practice to send a (no more than) 10 slide deck a couple of days in advance that describes your mission, the landscape findings on white space, and 3-5 specific questions on the presumptive pillars to open the conversation.

The interview guide should be specific to the interviewee, their company, and sector and may take up to 4 hours to prepare. The guide should solicit feedback on specific ideas raised in the landscape yet also elicit ideas and guidance based on original thoughts on future developments and what else is happening in the ecosystem.

4

Get the most from the interview – and use it to shape and update the pillars

For a 30-60 minute interview - you should only take 4-7 minutes providing context and describing your organization and your planning process. The rest of the time should be listening to answers to your questions.

It is important that the questions are not framed as being answered with closed 'yes/no' answers – they should be along the lines of '...our landscape analysis has identified this as an opportunity – what are we missing...?' Your last question should always include an ask to reconnect later to review the final plan – and inquire whom else they think you should speak with. An example interview guide from the Multiple Myeloma Research Foundation case study is downloadable under this section.

Finally - make time for a formal debrief on each interview and to continuously capture new learnings in updates that refine and elaborate the strategic pillars – and adapt the next interview guide.