

April  
2016



**THOUGHT LEADER  
SELECT**

**In the News**

**The Firm Celebrates Its 10th as It Makes Its Mark Around the World**

**TLS is turning 10: A Word from Our President, Paul Meade**

**An Anniversary with Gratitude**

*"Thought Leader Select began just over a decade ago and has grown in so many ways over the years. It started in the living room of one of the partners, Lisa Smith -- along with myself and Kristen Smithwick -- with the idea of creating a new company based on a few projects we had completed for GlaxoSmithKline. At that time, we recognized how important it is for companies in the biopharmaceutical industry to work with key opinion leaders (KOLs) in healthcare and how vital it is to ensure these collaborations are ethical, compliant, and justified for the purpose of improving patient outcomes.*

*Knowing there was an opportunity to help companies select the right thought leaders for the right reasons using an objective methodology for identifying and profiling these KOLs, we decided to call the company Thought Leader Select. Little did we realize there was a HUGE opportunity for finding the right healthcare professionals across all disease areas and across the globe!*

*While most biopharmaceutical firms knew their clinical investigators quite well, along with KOLs that participated in company advisory boards, most of their knowledge tended to be subjective in nature or within a narrow scope of activities. Thought Leader Select came along and offered to help identify skills and experiences of these various healthcare providers across a range of areas. This information proved valuable to companies engaging various experts for a variety of activities. From specialists to primary care physicians, from nurses to pharmacists, Thought Leader Select always found the right medical expert for the right activity using objective, validated information.*

*Throughout the years, our business has grown to include identifying and profiling Centers of Excellence and Integrated Health Systems, conducting speaker bureau validation, determining viewpoint profiles, performing conference evaluations, conducting MSL audits, and a range of other services -- all designed to address the growing needs of our customers. But we could never have achieved this success without great employees and great clients.*

*As we look forward to another decade, we see an ever-changing healthcare landscape. And as we bring on more dedicated people to help us grow in new directions, we are ever so grateful for the clients that have been with us throughout the years and for the new clients who come our way each year. Our goal for the future is to not only continue to be the experts we are in finding information about healthcare providers, but to bring valuable insights to our customers that help them enhance their relationships with these providers. Our future depends on the interactive exchanges we have with our customers who push us to set new standards of excellence.*

*Thanks to all of you that have helped make Thought Leader Select a great success. And I look forward to many interesting and challenging years ahead."*

Paul Meade  
President, Thought Leader Select



**Bienvenida, TLS Europa!**

**TLS Consulting Group Marks European Expansion**

Thought Leader Select is proudly announcing the expansion of its TLS Consulting Group to Europe.

Based in Barcelona, the TLS Consulting Group's European division works with biopharmaceutical companies and medical device firms to optimize their relationships with the medical community. The unit, headed by industry veterans Jordi Plaja, Marta Patsi, and Ricardo Henriques, collaborates with clients in medical affairs and medical marketing at some of the world's leading life sciences firms. The trio works with companies to identify gaps that hamper portfolio development and market share growth, developing solutions to address these gaps in business planning, knowledge, and programming.

Solutions offered in Europe include the company's 360-degree understanding of KOLs and the centers of excellence where they work, via industry-standard identification and profiling methods, as well as insights gleaned via market research tools and programs for engaging the medical community.

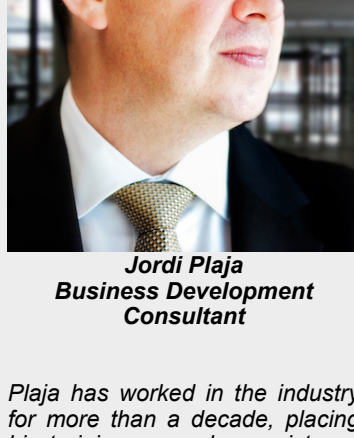
For North American clients looking to extend their Thought Leader Select partnerships to European divisions and global organizations based in the EU, please visit [www.thoughtleaderselect.eu](http://www.thoughtleaderselect.eu) for more information on engaging the team for key services including key opinion leader and centers of excellence profiling, as well as health care professional beliefs and preferences mapping.



**Marta Patsi**  
Business Development  
Consultant



**Ricardo Henriques**  
Business Development  
Consultant



**Jordi Plaja**  
Business Development  
Consultant

As a market research and business intelligence expert, Patsi has applied her advanced business analytics training to her work at multiple pharma companies in Europe, including Sanofi and Otsuka, as well as Spanish multitherapeutic industry concerns Lacer and Corvatec.

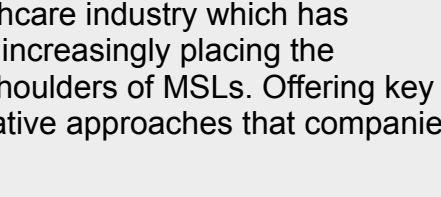
With more than 10 years of experience in prescription and over-the-counter pharmaceuticals, as well as medical devices, Henriques brings multiple market perspectives to his role. From his base in Barcelona, Ricardo has helmed brands from the consumer health division at Novartis, OTC drug manufacturer Almirall, wound care products company Urgo Medical, as well as stints at device makers Wellspect Healthcare and Palex Medical.

Plaja has worked in the industry for more than a decade, placing his training as a pharmacist and advanced degree in pharma marketing in the service of a host of firms. Plaja held leadership roles at Novartis and Otsuka, where he served as the Japanese concern's managing director for Spain.

**MSLS Webinar: Smithwick Presents to Global Audience**

**Webinar Draws Attendees from 51 countries**

Sponsored by TLS, last month's webinar, "Overcoming Challenges and Maximizing Success of KOL Engagements," was immediately hailed a success, itself, by the over 310 participants from 51 countries who attended the Medical Science Liaison Society event.



Prompting the webinar is the growing demand for more effective strategies to engage KOLs -- a result of the continued evolution of the healthcare industry which has pharmaceutical, medical device, and CRO companies increasingly placing the responsibility to strengthen KOL relationships on the shoulders of MSLs. Offering key insight, the webinar presented some of the very innovative approaches that companies have developed for their MSL teams to engage KOLs.

A highlight of the webinar was a presentation by Thought Leader Select Vice President, Kristen Smithwick, who has served as a consultant to life sciences companies for nearly 20 years. Entitled "Crafting the Perfect Prescription for KOL Engagement," Smithwick delved into the multiple types of KOLs and the importance of gaining a 360° view of them in order to engage more effectively. Smithwick went on to drill down into critical KOL characteristics that should be examined for this purpose, such as scientific and professional activities, professional connections, viewpoints about the company and its products, and KOLs individual preferences for engagement.

A recording of the webinar is available to MSLS members via the organization's website at [www.themsls.org](http://www.themsls.org)

**For additional news and insight on improving collaborations among companies in the pharmaceutical industry and the medical community, please visit our website:**



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