

Dedicated KOL Brand Ambassador Program

The Dedicated KOL Brand Ambassador Program identifies KOLs to fulfill tasks and responsibilities on a continuous basis throughout the year. The ambassador is engaged in covering and maintaining the brand identity through ad boards and speaking engagements at congresses, patient support groups, one-on-one consultations and meetings, as well as conducting interviews and maintaining a social media presence on your behalf.



KOL Identification

- ⦿ Before pinpointing KOLs, CPE defines the complete program objectives.
- ⦿ Once clarified, an extensive initial list of potential KOLs is generated through PubMed publication searches, medical congress presentations, and professional society leadership roles.
- ⦿ With CPE's extensive clinical experience, we often already know relevant KOLs within your area.
- ⦿ For new or specialized therapeutic areas, we research, vet, and target potential KOLs for you.
- ⦿ At CPE, we follow a structured evaluation process that assesses scientific credibility, influence, compliance risk, and strategic fit.

The Vetting Process

Evaluate scientific expertise using weighted criteria and assessing clinical trial experience, number and quality of peer-reviewed publications, and authorship position.

Assess influence and reach, based on national, regional, local or rising star KOL categorization.

Consider diversity and representation regarding geography, practice setting, gender, race and ethnicity.

Conduct compliance and transparency reviews of open payments data, past industry relationships, conflict of interest disclosures, among other reviews.

Review by internal stakeholder such as medical affairs, clinical development, legal, compliance, and marketing teams.

Perform an engagement fit assessment and then score and rank candidates using weighted factors.

Complete final contracting and onboarding of KOLs.

If interested in creating a **Dedicated KOL Brand Ambassador Program**, please contact Allison Goldberg, Associate Vice President, CPE Communications at (917) 509-9583 or agoldberg@cpeducate.com.



KOL Brand Ambassador Sample Case Study



Leveraging a Dedicated KOL Brand Ambassador to Build Trust, Drive Awareness, and Influence Prescribing Behavior

Traditional KOL engagements often occur as one-time activities, limiting their long-term impact. The opportunity exists to create sustained engagement through a dedicated KOL Brand Ambassador who serves to maintain a visible, credible brand presence throughout the year. This model leverages KOL participation across multiple stakeholder touchpoints.

A pharmaceutical company identified a nationally recognized KOL to serve as a Dedicated Brand Ambassador for a specialty therapeutic product. Rather than a single speaking engagement, the KOL maintained a year-round presence supporting the brand.

These activities created multiple opportunities for HCPs to engage with the same trusted expert, reinforcing key clinical messages and providing continuity across channels.

- Advisory board participation
- Congress presentations and speaker programs
- Exhibit booth engagements
- Patient advocacy and support group interactions
- Peer-to-peer consultations and meetings
- Media interviews and social media activities
- Educational content development and dissemination

Results (12-month Program Matrix)

Building Trust Among HCPs

Through sustained engagement across multiple channels, the Dedicated KOL Brand Ambassador became a familiar and trusted voice within the specialty community.

- 92% attendee satisfaction rating from educational events

Increasing Brand Awareness

The ambassador's consistent presence helped elevate visibility and recognition of the brand across key stakeholder groups.

- 15 national and regional conference presentations
- 8 patient advocacy/support group events
- 350,000+ total impressions across conference, digital, and media activities

Reinforcing Brand Messaging

Repeated exposure to a respected expert helped ensure that HCPs received consistent clinical and product information across all touchpoints.

- Core brand messages in all ambassador-led engagements
- 78% of attendees reported increased confidence in understanding the product's appropriate use

Influencing Prescribing Behavior

The KOL's peer-to-peer credibility helped address clinical questions, reduce barriers to adoption, and encourage evidence-based prescribing.

- 68% of attendees reported they were more likely to consider the product for appropriate patients following engagement

2500+	27	6	32	10	85%	32%	24%	4:1
HCPs Reached	Speaking Engagements	Advisory Boards	Peer-to-Peer Consultations	Media/Social Activities	Message Recall	New Prescriber Growth	Prescription Growth	ROI

Why It Worked

The program succeeded because it transformed a KOL from an occasional speaker into a recognizable, trusted representative of the brand who created a continuous presence that:

- Reinforced clinical credibility
- Delivered consistent educational messaging
- Expanded reach across multiple stakeholder groups
- Strengthened relationships with HCPs
- Supported appropriate treatment adoption

Key Takeaway

A dedicated KOL Brand Ambassador helps build HCP confidence, elevate brand awareness, strengthen scientific credibility, and ultimately support informed prescribing decisions that benefit appropriate patients.