

AUSTRALIAN WOUND & SKIN ALLIANCE

Summer 20
SCHOOL 25

A residential learning experience

14-15 February 2025

Novotel Geelong, Victoria



www.AWSAlliance.au

Summer 20 SCHOOL 25

A residential learning experience

14-15 February 2025

Novotel Geelong, VIC

Key Opinion Leaders

Judy Haviland

Key Opinion Leaders (KOLs)

What attributes are companies looking for?

- Relevant experience, qualifications, research involvement and publications
- Knowledge about a relevant specialty area or clinical indication, such as:
 - Venous Leg Ulcer management or Mapping wound healing outcomes
- Willingness to share clinical expertise and practical experience with new technologies
- A good communicator with the ability to present clearly and confidently
- Have an enquiring mind, be interested in research and promoting best practice, and have enthusiasm for the topic

Key Opinion Leaders (KOLs)

How to prepare

- Get together a solid CV, including all qualifications and experience in specialty indications
- Decide what you want out of collaboration with a company, discuss with them and ensure details are built into a speaker agreement
- Think **holistically** – ideally presentations and discussion should not be solely about products but include all measures taken to achieve an optimal patient outcome

Key Opinion Leaders (KOLs)

Fair Market Value – MTAA Code of Practice 2.4

‘The compensation paid to a consultant must be consistent with **Fair Market Value** for the services provided’



Key Opinion Leaders (KOLs)

Fair Market Value

- A value to be paid by a Company where neither party is under any compulsion to buy or sell, and both parties have reasonable knowledge of the relevant facts
- Fair Market Value must take into consideration qualifications, expertise, experience and services provided (may include preparation, delivery and travel time)
- Check with your employer before committing. Health networks may require reimbursement to go to a nursing fund or similar collective pool of money
- Expenses should always be covered

Key Opinion Leaders (KOLs)

Summary

- Fairly value your contribution
- Think about what **you** want to achieve from collaboration with companies
- Be willing to work hard to lift your profile
- Always maintain integrity and an ethical stance
- Use the opportunity to be the voice of the patient and clinicians
- **As a KOL, you are being offered a platform to educate, motivate and inspire others so use it wisely and enjoy the experience!**

