



Advisory Board Formation & Management

Medical Writing Centre of Excellence for
Publications for Top 5 Global Innovative
Healthcare Products Client

Medical Writing Centre of Excellence for Publications

Top 5 Global Pharma

Business Need

- In anticipation of a new product launch, the sponsor required the formation of a standing advisory board to consult on treatment practice patterns, gaps in therapeutic knowledge, and possible educational programs that would be impactful for ophthalmologists in the Asia Pacific region.
- Identification and active engagement with relevant KOLs to forge relationships.

Our Solution

- Indegene conducted an analysis of regional opinion leaders in ophthalmology and provided recommendations to the sponsor.
- Engagement of a faculty of 10 KOLs to understand clinical practice gaps and compelling topics for discussion
- Aspects of the program managed by Indegene included: agreement execution, faculty coordination, faculty briefings, meeting moderation, reporting, and post meeting action document(s)
- Follow-up on action points from the ad board meetings to ensure progress and ongoing engagement.

Outcome

- Successful KOL management, content development, and program management of the advisory board in 2012 (Sydney) and 2013 (Shanghai). For third and subsequent programs, the sponsor leveraged developed faculty and content to run its own smaller local meetings.



To learn more about how we can help your organization, please contact:



Marketing.global@indegene.com



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