

# ADVISORY BOARD

## ABOUT THE CLIENT

A top 10 pharma company with clinically well-established product portfolio in a highly competitive ophthalmology market wanted to engage physicians to gain insights into improving product utilization and develop strategies to strengthen product positioning in the market.



## THE BUSINESS NEEDS

The client wanted to create a global advisory board to achieve the following objectives:

- ✔ Identify market drivers affecting product utilization trends by gathering insights and feedback from KOLs
- ✔ Leverage key findings from a recent trial to redefine the clinical proposition of the product across geographies
- ✔ Identify strategies to help drive awareness and optimize product positioning among specialists in the field
- ✔ Localize current guidelines to drive regional consensus

## THE SOLUTION



To meet the client requirements, Indegene deployed a dedicated offshore team consisting of a medical writer, a graphic designer, an editor, and a project manager to develop content and do the “heavy lifting.” One onsite client servicing manager (CSM) and one medical reviewer were also deployed to collaborate with the offshore team and manage day-to-day coordination with clients and expert faculty.



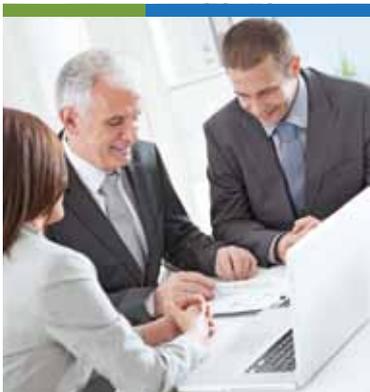
## **PRE-MEETING ACTIVITIES**

- ✔ Expert faculty was identified and recruited based on their substantial contribution to the field while ensuring a fair representation around the globe
- ✔ Educational pre-read materials, invitations, agenda, and meeting collaterals were prepared
- ✔ Scientific content was developed in line with the meeting objective and medical strategy



## **OUR APPROACH**

- ✔ A product-specific questionnaire was developed for the expert faculty to capture brand perceptions
- ✔ Workshops were conducted to gather insights into adaptability of global guidelines to specific geographies
- ✔ An interactive case study module (iPad) was deployed to identify gaps in local market perceptions of the brand



## **ONSITE SUPPORT**

- ✔ Speaker and faculty were briefed
- ✔ Breakout sessions were moderated and detailed documentation of meeting proceeding and insights was prepared
- ✔ Audio-video services, housekeeping, and logistics were coordinated



## **POST-MEETING ACTIVITIES**

- ✔ A brief and detailed presentation was developed for internal debriefing within 1 week based on meeting insights
- ✔ Regional medical activities were recommended to optimize brand positioning.
- ✔ Simple diagnostic tools were created for translating global guidelines to regional practices

## OUTCOMES DELIVERED



### 6 WEEKS TURNAROUND TIME

during which content was developed, KOL and program was managed successfully.



### 25% SAVINGS IN COST

for the client team compared to execution by local agency.



### 7 OF 10 BUSINESS AND CLINICAL STRATEGIES

put forth by Indegene were considered by the in-house leadership team



Adaptation of global guidelines for 4 key geographies for internal dissemination to encourage uniformity in clinical practice