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ClinicalMind's Advisory Suite is a game-changer for life science companies navigating the rapidly evolving and competitive therapeutic market. This powerful toolkit provides virtual engagement with healthcare professionals, giving crucial feedback and allowing for informed decisions and quick course correction. The suite is designed to be turnkey and seamless, making it the perfect solution for companies looking to stay ahead in the market.

Presented by:



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the challenge

A life science company franchise recently faced a challenge. They were embarking on the rolling launch of multiple products over 4 years and needed to keep pace with the changing therapeutic landscape and HCP perceptions of competitor products. The company wanted to enhance its live advisory boards and create opportunities for regional engagement.

the solution

ClinicalMind stepped in and recommended conducting a series of surveys using the Advisory Suite. The goal was to identify changes in HCP practices, challenges in accessing new therapies, and varied approaches to treatment, all to help direct future commercial strategy and tactics.

The platform was put to the test, with 3 virtual advisory board meetings held. These events extended interactions with key customers beyond live meetings, and the client was able to extract a lot of key information in a short period of time. The HCP participants appreciated not having to travel and take time away from their practices.

ClinicalMind also established a Rapid Feedback Committee, a standing group of 95 advisors contracted to participate in a minimum of 6 out of 8 surveys per year. The participation rate was 90%, and ClinicalMind's scientific staff developed top-line and full executive summary reports for each advisory activity.

Finally, ClinicalMind set up pre-meeting surveys for the client's 10 in-person regional advisory boards, with aggregated survey data shared with the advisors to foster discussion and solution-oriented interaction.

the results

They were impressive. The Advisory Suite provided crucial information during the client's rolling launch, uncovering payer barriers, and allowing for quick course correction on commercial strategy and tactics. The survey data informed decisions on future advisory meetings, allowing the client to focus on emerging issues.

The client's marketing manager said: "CM makes launching an activity seamless. They handle all the details and have a solid process. It's incredibly turnkey for me."

