

sh a case study in revitalization: ClinicalMind n: ClinicalMind's product refresh a case s

ClinicalMind's fresh approach to the product strategy helped revitalize relationships with KOLs and HCPs, leading to changes in prescriber behavior and significant growth for the client.

Presented by:



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Refresh a case study in revitalization: ClinicalMind's product refresh

the challenge

When a pharmaceutical company approached ClinicalMind with a high-potential treatment for a rare disease, they faced several challenges. Despite its potential, the company had limited experience working with agencies and key opinion leaders to develop effective content.

The target patient population was not clearly defined, and messaging was inconsistent, leading to a lack of diverse promotional materials. ClinicalMind was brought on board to help address these issues and enhance KOL engagement. They worked closely with the client to update the disease-state awareness program, standardize terminology, and create a suite of diverse promotional materials that could be used with different healthcare professionals (HCPs).

the solution

ClinicalMind worked with the client to:

- Update the disease-state awareness program bio
 - Engaging a broad panel of KOLs for new slide content development, helping to foster stronger relationships and understanding of the educational materials
 - Standardizing terminology and story to align with target patient populations
 - Updating disease-state branding guidelines
- Create a case-based, branded roundtable program to improve interaction among HCPs during promotional programs by:
 - Utilizing real patient cases previously presented at congresses by content development committee members
 - Enhancing cases with new disease-state awareness information and key branded messages
 - Providing multiple cases for flexibility
- Create succinct educational materials for the field force that would maximize value of office visits and complement peer-to-peer materials, including:
 - 1-page leave-behind on mechanism of disease
 - Branded patient case studies, developed in abbreviated form from the roundtable cases

the results

ClinicalMind's efforts were significant. The Speaker Bureau doubled its number of speakers, and there have been hundreds of new programs using the newly developed content. The collateral materials were well-received by the field force, and the client's revenue increased 96% over the prior year. According to the Vice President of Marketing and Training, "This would not have been possible without the partnership and collective efforts from the ClinicalMind team. We had a great year, and we have high expectations for next year; and without a team like ClinicalMind, this would have never been attainable."

