

Clinical Perspectives Technology Platform

CHALLENGE

A client with a rolling franchise launch **needed to understand a rapidly evolving and highly competitive market over the course of 4 years.**

ClinicalMind supported 4 consecutive launches for a single brand. The client was looking for opportunities to enhance their live advisory boards.

SOLUTIONS

The client conducted a rapid feedback program, which is a series of surveys using the CP program on the enGauge platform. The goal was to identify HCP changes in practice, challenges in access to new therapies, and varied approaches to treatment to help direct future commercial strategy and tactics.

Using the CP platform, we supported 3 virtual advisory boards in which interactions with key customers were extended beyond live meetings. The client had limited staff and resources and depended upon ClinicalMind and the platform to be able to extract a lot of critical insights in a very short period of time. HCP participants also liked being able to contribute without having to travel and take time out of practice.

A multidisciplinary Rapid Feedback Committee was formed as a standing group of advisors who were each contracted to participate in surveys fielded during the year. Ninety-five advisors were contracted, and there was a 90% average participation rate. Top-line and full executive summary reports were developed by our scientific staff for each activity.

Pre-meeting surveys were conducted for the client's 10 regional advisory boards using the CP platform. Aggregated data from the surveys were shared with the advisors to help foster discussion of regional differences and similarities.

RESULTS

ClinicalPerspectives platform surveys and virtual discussions provided key information during the client's rolling launch. Crucial clinical market issues, including payer barriers, were uncovered via the virtual advisor feedback and allowed for quick course corrections on client strategy and tactics. The data from these activities also allowed for informed decisions on topics and agendas for future advisory meetings (both live and virtual) and allowed the client to focus resources on emerging issues.

“My team is very small and CM makes launching an activity seamless. They handle all the details and have a solid process. It's incredibly turnkey for me.”

—Client marketing manager