

Late-Stage Life Cycle Management

CHALLENGE

A client had a late-stage product that was **the only branded therapy in an otherwise generic market**, and was looking for ways to demonstrate untreated patient populations, present data in new ways, and motivate speakers and the sales force to stay engaged.

ClinicalMind was engaged to better define the unmet needs of the patients and, in particular, the undertreated patient population.

SOLUTIONS

ClinicalMind worked with the client to:

- + Rebuild the core promotional slide deck by reengaging an underutilized expert KOL steering committee
- + Create additional options for peer-to-peer programs including an abbreviated slide deck for use in practice post-shift or lunch programs, and a guidelines-based slide deck
- + Create content for peer-to-peer roundtable programs that allow for a more collegial exchange of information
- + Create a discussion around new patient types and leverage product attributes to differentiate its benefits from generic therapies
- + Trim the Speaker Bureau to include only the most engaged speakers

50%
REDUCTION
of the previous speaker volume

NEW
PATIENT TYPES
were introduced into peer-to-peer materials to broaden understanding of undertreated populations

70%
INCREASE
speakers trained in peer-to-peer roundtable programs

RESULTS

The client's traditional Speaker Bureau was trimmed to half of the previous number of speakers, while the number of speakers trained to present in novel roundtable peer-to-peer educational programs increased. We incorporated evolving new patient types into the peer-to-peer materials and programs to help HCPs understand undertreated populations.

“For the past several years our team has worked hand in hand with CM on speaker bureau management and development, speaker training and content development as well as promotional materials development. They never failed to deliver and have raised the bar each year by engaging our speakers bureau through creative workshops, and speaker skill development making CM an important strategic partner. ClinicalMind’s strong clinical expertise and approach to message development has helped us achieve our brand objectives.”

—Senior Director, Marketing