

# Product Refresh



## CHALLENGE

Client had a high-potential product for treating a rare disease but **had limited experience working with agencies and key opinion leaders (KOLs) to develop content.**

The appropriate target patient for the product was not well-defined and messaging had been inconsistent. ClinicalMind was selected to enhance KOL engagements, identify educational gaps, enable clinicians to better identify appropriate patients for treatment, standardize terminology, and develop a suite of diverse promotional materials that could be used with different HCP audiences.



## SOLUTIONS

ClinicalMind worked with the client to

**Update the disease-state awareness program by**

- + Engaging a broad panel of KOLs for new 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
- + Unbranded 1-page patient case studies



## RESULTS

Due to the development of new peer-to-peer materials, the client doubled the size of their Speaker Bureau. There have been nearly 100 programs to date in both disease-state and case-based education that use the newly developed content and Bureau. The collateral materials have also been well-received by the field force. Because of these strategic efforts, the client's revenue in 2017 increased 96% over 2016, with an increase in the fourth quarter of 2017 of 124% over the 2016 fourth quarter revenues.

**“This would not have been possible without the partnership and collective efforts from the ClinicalMind team. We had a great year in 2017 and we have high expectations for 2018; and without a team like you, this would have never been attainable.”**

—VP of Marketing and Training