

Jennifer's Story

Live and online customer advisory board for continuous consultation

Meet Jennifer, a Senior Product Manager for a leading pharmaceutical company. She needs to gain insights on how to increase market share for one of her new brand indications. She has good relationships with her customers, but she often finds there is little follow up after her advisory board meetings. In addition, she has found it increasingly difficult to get her key people in the same room at the same time. The market is getting crowded with new entrants so it's going to be a

busy year. She needs to come up with a better plan... Jennifer contacted Impetus to see if they could help. She heard that their team had a wealth of experience in multiple industries and therapeutic areas and were experts in B2B Customer Advisory Boards. Impetus set up a web meeting with Jennifer and reviewed her brand objectives, gaps and needs with her. She loved how strategic they were and how easy it was to brainstorm with them.



The B2B Customer Advisory Board Experts

Impetus helped Jennifer gather all of her plans into one strategic campaign of interactions for her customer advisory board so she could see at a glance when she would be touching base with her customers and how her objectives would be met.

“

The online Impetus InSite Platform™ has shown us new ways of staying connected with our customers, even between live meetings. It's an effective way to foster continuity and create the feeling of constant communication.

”

Impetus then established a simple, streamlined online system that allowed Jennifer's advisors to register for the advisory board and complete their service agreement, pre-meeting reading and assignments in one convenient step. Jennifer was able to recruit all of her advisors and collect the required documentation in just over 2 weeks.



Jennifer was also able to analyze online activity and see each advisor's individual responses as well download signed service agreements and collated reports from her private tracking sheet within her privately, password protected Impetus InSite Platform™. She loved the ease of being able to access everything using her iPad at the airport.

The Impetus Impact

+ 90%

Engagement Rates

+ 86%

Improvement in
Convenience

+ 72%

Increase in Speed to
Access Insights and Data

+ 40%

Improvement in Quantity
and Quality of Information
Shared

+ 30%

Improvement in Costs of
Running Live Meetings

“

I love how Impetus was able to write content for my pre-meeting assignments and questionnaires and how I can trust and rely on them to get things done right.

”

Given the amount of work on her plate and her positive experience with Impetus so far, she decided to use Impetus for their consulting services and for their live meeting facilitation as well. Impetus was able to help her design her meeting agenda, pull out topics for future online touchpoints and find a way to focus more time during the meeting for discussion. She was also thankful that Impetus managed and facilitated all the scheduling of chair and faculty meetings, debriefs and slide rehearsals.

Jennifer was able to relax at the live advisory board knowing that all of her physicians had signed their mandatory documents well in advance of the meeting and were prepared for the discussion since they had completed their pre-work assignments. She could simply focus on the discussion and on her customer relationships, and let Impetus manage the rest — including taking notes during the meeting!

Right after the meeting, Jennifer's advisors received an online post meeting evaluation form via an email link and many of them completed the form on their smartphones while taking a taxi to the airport. One week later, Jennifer was back on a web meeting with Impetus reviewing the comprehensive meeting summary report that they had put together, including key meeting insights and Impetus' strategic recommendations for next steps.

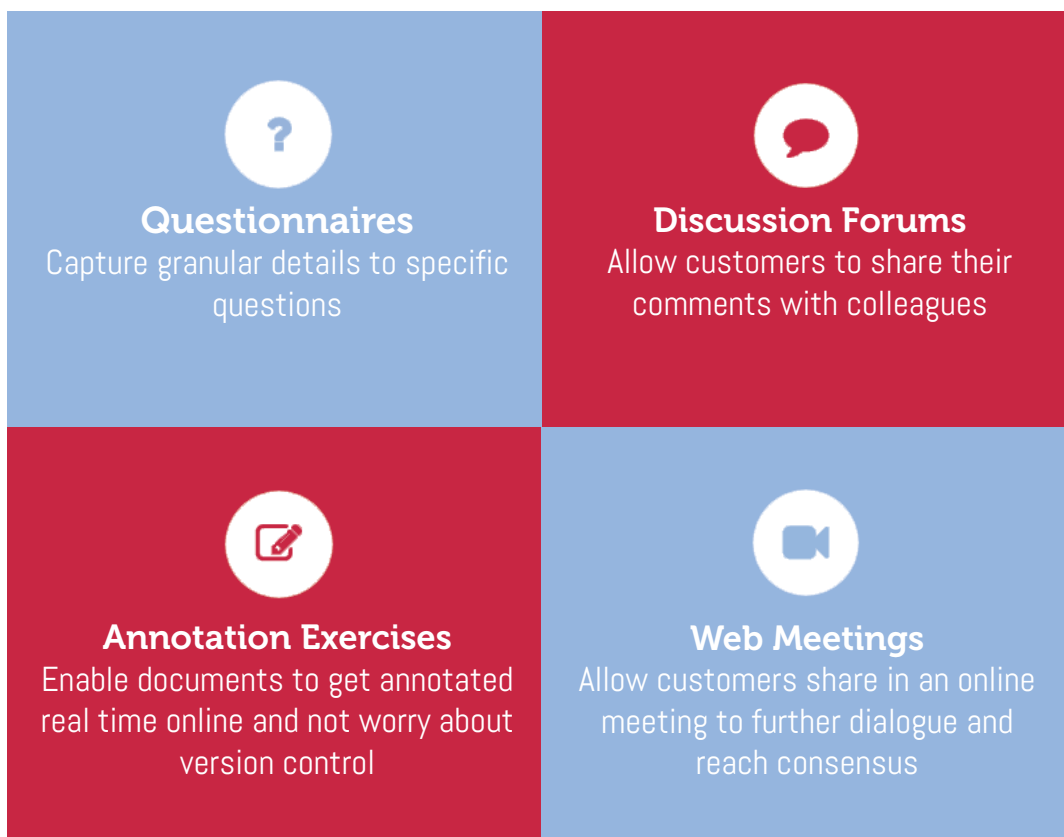


Based on the feedback from the meeting, Jennifer believed that there was still a lot of misunderstanding about the details of one of her product's pivotal studies. She then decided to work with Impetus on developing an interactive online exercise in the private, web-based community that was built for her advisory board. Impetus sent physicians to the site where they could document the strengths and weaknesses of the article directly on the paper so each advisor could see one another's comments. Jennifer loved how engaging the exercise was for her customers but also the insights she was able to access so quickly!

Jennifer was so intrigued by her customer's receptivity to the online portal and the time and money that it saved her that she decided to share her brand plans, tactical plans and other competitive threats that she had in the portal with her advisors. She was blown away by how happy her advisors were to truly support her brand, and the increase in customer engagement and knowledge sharing that resulted from leveraging communication and collaboration technology and the expertise of the Impetus team.

Jennifer received accolades at her quarterly business review meeting with her senior leadership team for her innovative program that resulted in exceptional customer engagement and activity, and a measurable return on investment.

Digital Tools for Online Touchpoint Assignments

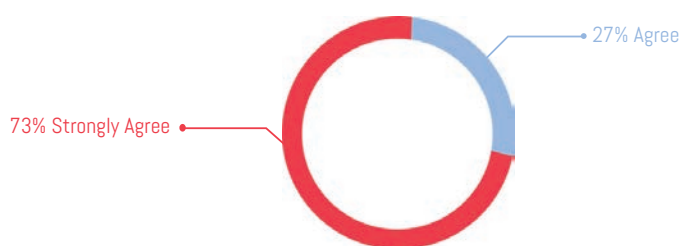


At end of her program, Jennifer was able to accrue a cost savings of \$27,600 which she used to fund another completely virtual advisory board of 20 new advisors. These were advisors who she would not typically have had the budget to meet with through a live meeting. In effect, this allowed Jennifer to increase her customer reach from 20 to 40 physicians without needing to increase her budget!

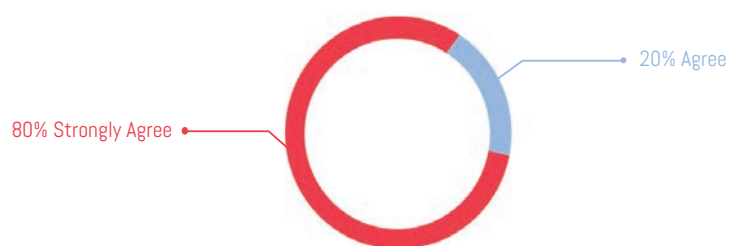
Program Report

- Time to recruit 18 advisors and have all of the paperwork completed 6 weeks prior to the meeting: **2 weeks from time of portal launch**
- Advisor participation rate with pre-meeting work reading and assignment: **100% and all completed 1 week before live meeting**
- Advisor participation rate with meeting evaluation: **100% and all completed within 1 week after the live meeting**
- **95% advisor participation in 4 follow up** online touchpoints over the next 6 months

Jennifer was thrilled with the results from her partnership with Impetus — not only was her program complete on time, on budget, and on quality, but she had a proven method with key performance indicators to approach all of her future advisory board meetings in order to make the most of her interactions with her advisors. The best part was that her advisors also agreed that the online portal was intuitive and easy to use, and increased their level of convenience.



"The online portal was intuitive and easy to use."



"The online portal increased my level of convenience."

The Impetus Solution

An efficient and cost effective way to get the most from your advisory boards and working groups



Campaign of Interactions™ (COI) Process

Strategic consultation to create your online advisory board or steering committee annual objectives, calendar of touchpoints, key topics and assignments as well as metrics for success



Impetus InSite Platform™

Your own branded and customized password protected platform used to deliver your COI touchpoint assignments for customer collaboration and sharing



Project Management

Disseminates each online touchpoint assignment to advisors via email which links them to the portal as well as send customized reminders until the assignment deadline has been reached



On-Demand Reporting

Tracks assignment completions in online activity trackers that can be reviewed on-demand and collates responses into transcript summary reports at the end of each online assignment



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