



Leaders in delivering virtual collaboration experiences for life sciences companies

Customer Success Story » Diabetes Market Access Advisory Board

 March - August 2018

Overview

For this Virtual Advisory Board focusing on market access, we engaged 12 diabetes specialists (8 endocrinologists and 4 diabetes nurses) from eastern Canada. Three concurrent Virtual Advisory Boards with advisors from western, central, and Atlantic Canada were also held.

Our client's objectives were to:

1. Gain insight into the advisors' needs and wants in terms of **diabetes management and treatment**.
2. **Identify the value** of their latest product, both for the advisors and their patients, and create national and provincial **value propositions**.
3. Edit a first draft of a **market access dossier** written by a third-party vendor.
4. Discuss the best means of **value communication** for their new product.



Number of Advisors Engaged

12

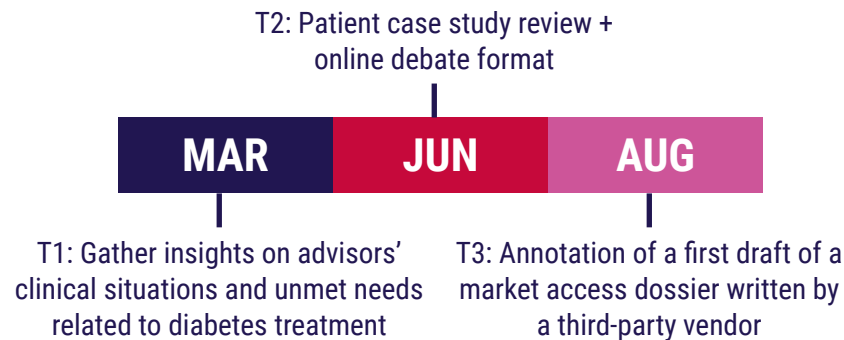


Number of Touchpoints

3

Touchpoint Breakdown

In the strategic planning stage of this project, through Impetus' **Most Important Question (MIQ) Discovery™** process, Impetus Digital's experts gave recommendations on how to best engage the client's key opinion leaders, with the overall aim of refining the market access strategy for their new product. An Impetus Account Manager then worked with the client to develop a **Longitudinal Expert Engagement Plan™ (LEEP)**, which is a map of the planned advisor touchpoints – the number, type, and timing of touchpoints required to realize the advisory board objectives and achieve project success. In this **Diabetes Market Access Advisory Board LEEP**, **three online asynchronous touchpoints** were scheduled from March to August 2018.



Throughout the LEEP, Impetus performed customized adverse event monitoring, portal activity tracking, and customized reporting, as well as provided ongoing technical support and project management. After the end of each touchpoint, the client received a transcript report of the advisors' verbatim comments and an Analysis and Recommendations report of key insights and strategic recommendations.

Touchpoint 1

Insights on the advisors' clinical situations and unmet needs related to diabetes treatment were gathered using InSite Exchange™ and InSite Surveyor™, the platform's interactive discussion forum and anonymous survey tools. The advisors were also presented pre-reading materials comprising recent clinical trial data on the client's new product and asked about the key takeaways from these data.



InSite Exchange™



InSite Surveyor™

Touchpoint 2

The advisors were presented three case studies of patients with different demographics, disease severity, symptoms, and prior/current treatments. Subsequently, the advisors were divided into two groups ("Yes" and "No") to debate the appropriateness of the client's product for these patients.



Case Studies



Online Debate

Touchpoint 3

In the last touchpoint, using InSite Annotator™, the platform's asynchronous annotation tool, the advisors edited a first draft of a market access dossier written by a third-party vendor for the client. The platform's automated project management kept track to make sure that all advisors participated in the annotation activity.



InSite Annotator™

The Results

The client was able to execute three 2-hour online advisory board touchpoints in a cost-effective manner, leveraging Impetus' best-in-class collaboration platform and strategic consultation services. The platform's automated project management and dedicated support team ensured the diabetes advisors were highly engaged over a period of several months.



Average Volume of Insights Gathered per Touchpoint

42 pages



Average Length of Time Asynchronous Touchpoints Were Active

16 days



Overall Engagement Rate Throughout the Three Touchpoints

100%



Number of Questions Asked per Touchpoint

13-17



Average Length of Advisor Insights per Touchpoint

1,014 words



Estimated Number of Project Emails Reduced by Platform Efficiency

235+

i These results are in line with what is typically obtained using the Impetus solution.

Key Advisor Insights Gathered

1

The key benefits and unique properties of the client's new product most likely to appeal to patients, endocrinologists, nurses, and payers were identified, including its value in both broad and specific patient populations, and what sets it apart from its competitors (value identification). Current barriers to its use, including regulatory, pricing, and reimbursement issues, and how the client can overcome these, were also pinpointed.

2

Based on the value identification, a number of value propositions for the Canadian market and the best ways to communicate the value of the new product with patients, providers, and payers were suggested.

3

The advisors edited the first draft of the client's market access dossier, which was originally prepared by a third-party vendor. This will be further refined at an upcoming live meeting in late fall, 2018.

Outcomes from the Client's Longitudinal Expert Engagement Plan™

- ✓ **High KOL engagement:** the average engagement rate by the key opinion leaders throughout the three touchpoints was 100%, indicating that the contents and timing of the online advisory boards were ideal for this group of advisors.
- ✓ **Secure, compliant, and audit-friendly:** leveraging the Impetus InSite platform's security-first design, data were collected in a safe and secure manner. If needed, the client will be able to quickly respond to an internal audit by leveraging the portal's built-in tracking and reporting system.
- ✓ **Market access strategy:** the client was able to devise a preliminary strategy for positioning their product on the market and communicate its value by leveraging the insights of both diabetes nurses and specialists. Further, the advisors helped edit the first draft of their market access dossier.
- ✓ **Preparation for live meeting:** the insights gathered over the three virtual touchpoints will form the basis for an upcoming in-person meeting later this year.
- ✓ **Increased frequency of interaction:** for the cost of ONE in-person consultancy meeting, the client was able to engage each advisor THREE times as much.



Client and Advisor Feedback



"The online format worked surprisingly well. I particularly enjoyed the case studies and hearing about how other clinics are managing these difficult patients. The questions were relevant and interesting."

Endocrinologist

Ontario



"This was my first time participating in an online advisory board. The portal was easy to use, and I appreciated the variety of questions asked. I'm looking forward to meeting the other advisors in person soon!"

Diabetes Nurse

Ontario



"I liked being able to complete the questions on my own time and to be able to see the other advisors' answers. The format was interactive and I learned a lot! Thank you."

Endocrinologist

Quebec



"It is always a pleasure working with the team at Impetus. They helped realize our vision for this ad board and suggested the best ways to gain important insights from our physician and nurse advisors. Special thanks to our account manager who is always there to answer any questions, no matter how big or small."

Senior Product Manager - Diabetes

Ontario



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