

# Nathan's Story

Online customer working group to create consensus paper

Meet Nathan, a Health Policy Manager at a large pharmaceutical company. He wants to establish a position and consensus paper using the insights and feedback from specialists from across the country, but he doesn't have the time or budget to bring a diverse group of specialists together for a series of in-person meetings. Nathan is anxious to get started on his project, as it will provide pivotal insights to the industry, but isn't quite sure where to begin... A colleague of his had mentioned that she had worked with Impetus in the past to

develop an online working group with great results, so he decided to reach out to set up a web meeting. At the web meeting, Nathan explained his objectives to the Impetus team and they strategized with him to develop a plan. Given the scope of his project and the geographical spread of his specialists, they recommended that he use an online portal as a hub for communication and collaboration, and assured him that they would manage the technology every step of the way. Developing a consensus paper takes a lot of coordination and is a large feat

to tackle, but Impetus simplified everything by dividing the project up into mini online assignments. He appreciated how well they listened and understood his needs, and was excited by how strategic and responsive they were.



The B2B Customer Advisory Board Experts

**"After meeting with Impetus, my eyes were opened to a whole new world of possibility. I realized that by using technology, I could accomplish all my goals at a fraction of the cost and in less time than it would take using a traditional approach"**



Impetus created and disseminated online invitations and service agreements for the specialists on Nathan's list, tracking everything in an up-to-date spreadsheet created just for Nathan and his internal team. They also built a private, branded online portal

specifically for Nathan's working group, providing a central portal that the specialists could log on to from anywhere, at any time. As a first step, Impetus sent out an email asking the specialists to log in to the portal to review key papers and articles as well

as upload their own resource documents, data and clinical papers.

After collecting the articles and resources shared by the group, Impetus set up a platform for all the specialists to review and comment on the first draft of the position paper. Nathan was pleased to see that the members were logging in to the portal and responding to one another's thoughts, and after collecting and consolidating the feedback from the first draft, a second draft was posted again for online commentary in just four weeks. The feedback from the second draft prompted the creation of a third draft that was once again sent to the group for online review. With Impetus' careful monitoring and management, each member participated actively in the online working group.

# 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

“

If we did not use the Impetus InSite Platform™ for this project, we would have held 3 live meetings, and we would be at least 3 months behind where we are today. This portal has made all of our jobs so much more efficient

”

Impetus also assisted Nathan and his team with the set up and facilitation of a kickoff and consensus web meeting, providing an opportunity for the working group members to connect and share their thoughts without the scheduling or costs associated with live meetings. After the final consensus web meeting, the final position paper was posted in the portal for review and online sign off. The specialists were also given the option to rank their preference of titles and share any last comments with the group.

Nathan was thrilled with the quality and speed with which Impetus was able to rally his specialists to come to a consensus and generate a high value final position paper. Not only did Impetus leverage technology to bring his diverse group together, they also provided invaluable strategic insights and recommendations and were a pleasure to work with.

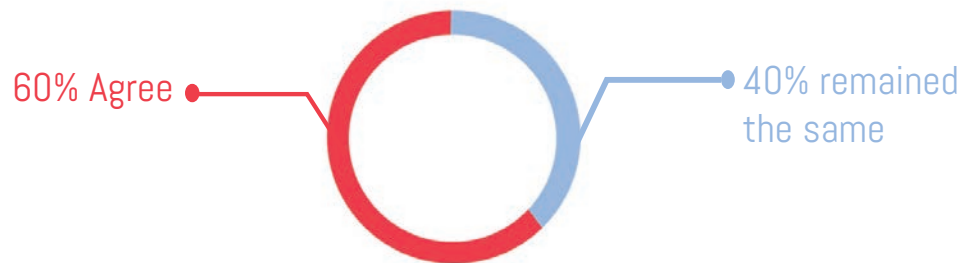


# Program Report

- 100% active online participation from all working group members
- No scheduling or costs associated with in-person meetings
- Time from program brief to live online portal launch: 2 weeks
- Time from portal launch to final product: 10 weeks
- 15 online engagement points with working group members

60% of working group members agreed...

- Compared to a more traditional approach, the time investment (travel, discussion and admin) required was decreased
- The quantity of information received from the company increased
- The quality of information received from the company increased



## Working Group Project Outputs



### Guidelines

Work with customers to develop treatment, testing or process guidelines



### Publications

Coauthor manuscripts, articles for publication, posters or abstracts for conferences



### Educational Material

Create medical education programs, slides, articles, brochures or patient materials



### Consensus Documents


Reach and publish consensus on treatment and testing protocols



[www.impetusdigital.com](http://www.impetusdigital.com)

 Impetus Digital  
WaterPark Place | 20 Bay Street, 11th Floor Toronto,  
Ontario M5J 2N8, Canada

 [connect@impetusdigital.com](mailto:connect@impetusdigital.com)

 416-992-8557