

# Improved Product Knowledge and Acceptance Through Stakeholder Engagement

Novel therapy launch preparedness



## CLIENT OBJECTIVE

Educate internal team and engage healthcare professionals in clinical discussions to gauge the impact of their therapeutic innovation

A biotech company was rapidly moving into phase III clinical development with a novel immunotherapy. They were planning to launch a new product-awareness campaign. They needed a medical communications partner to help address their primary challenges

- > Limited staff to develop scientific content
- > Lack of established relationships with key opinion leaders
- > Insufficient plan for educating internal team and engaging with external stakeholders



## OUR APPROACH

Implement a unique blend of advisory, education, and other medical communication services to build and measure awareness and acceptance of the product

Aptitude Health worked as an extension of the client's team to develop their new communication strategy and implementation plan. This included evidence-based and compelling medical content and educational materials to clearly articulate the product mode of action, while differentiating it in the marketplace.

We conducted a 2-day HOLI clinical immersion program for the internal sales team. The training was customized to the company's objectives and featured a mix of lectures, competitive simulations, role-play exercises, and audience polling. At the same time, we created and facilitated regional advisory boards to gain perspectives from key experts and healthcare professionals from around the world.

Lastly, we developed a 24-month plan to continue to establish a credible company presence and strategic interactions with experts at major oncology congresses. This included tangible and diverse interactions, such as virtual exhibits and satellite symposia, designed to maximize physician communication and engagement.



## RESULTS ACHIEVED

Engaging the right audience with the right information increased market acceptance of the immunotherapy product

The combination of scientific content, training programs, and advisory services effectively increased the client's presence in the market while streamlining their medical communications governance. In fact, the multichannel projects that the client executed significantly increased over 3 years, and they expanded their network of key experts by 75%.

	Year 1	Year 2	Year 3
1	HOLI training	2 HOLI trainings	2 HOLI trainings
2	advisory boards	3 advisory boards	5 advisory boards
		4 virtual exhibits	4 virtual exhibits
			2 satellite symposia