



### Design and Implementation of an Advisory Board to Investigate Brand Issues and Deliver Solutions

#### Background

Prism Ideas has a long-standing relationship with one of the world's leading pharmaceutical companies, supporting several brands from clinical development through to global marketing. The company is a current leader within the field of oncology.

*The company needed to obtain advice from experts in the field on the reality of these safety issues and the impact on appropriate patient care.*

#### Challenge

Despite an established market position and significant volume of published data for one of the client company's lead brands, there were still concerns and misunderstanding regarding the safety profile of the product in the treatment of advanced lung cancer, leading to its restricted use in clinical practice. The lack of guidelines surrounding specific safety issues had led to an avoidance of use in selected patient groups who could have potentially benefitted from this therapy. The company needed to obtain advice from experts in the field on the reality of these safety issues and the impact on appropriate patient care.

Prism Ideas was asked to convene an advisory board of key opinion leaders (KOLs) to review the available data and group experience of the product in order to generate a consensus on the practicalities associated with the safety issues identified. Publication of the findings generated by the meeting would then provide an authoritative guideline to inform routine clinical practice.


*Prism Ideas identified advisory board members with a breadth of expertise, including perspectives from both radiology and oncology.*

#### Solution

Prism Ideas convened a team with experience of both the product and the therapy area. In consultation with the members of the client company's team, both within its global headquarters and regional affiliates, Prism Ideas identified advisory board members with a breadth of expertise, including perspectives from both radiology and oncology. Prism Ideas sourced a central venue for the meeting and provided all logistics, including liaison with the meeting's academic chairman to agree objectives and discussion topics, sending invitations and determining the availability of individual advisory board members, arranging travel and co-ordinating meeting room requirements.

*A Medical Writer attended the advisory board and subsequently generated a full meeting report that was distributed to all attendees.*

In addition, Prism Ideas provided full medical writing support, working with the chairman to finalise the agenda and speaker briefing documents and consulting with the speakers to develop their slide presentations, which were then used in the meeting to drive discussion. A Medical Writer attended the advisory board and subsequently generated a full meeting report that was distributed to all attendees. Under guidance from the advisory board members, and based on the



discussion points and outcomes of the meeting, Prism Ideas drafted an outline for the manuscript. Following input from the advisory board members, a first full draft was prepared and a second round-table meeting of the authors was held to facilitate the review and agree amendments to the manuscript. Once all the authors had approved the final version of the manuscript, it was submitted to a leading therapy area journal.

*The meeting, and the consensus that subsequently developed, provided the opportunity to strengthen the client company's relationship with these KOLs and to provide expert guidance to the wider oncology community to improve patient care.*

### **Conclusion**

Through a close working relationship with the client company and KOLs, the project was delivered to completion within 10 months of conception. By identifying advisory board members with varied expertise, participants were able to provide a variety of perspectives when discussing the data and clinical use of the brand. The client company therefore gained greater insight into where and how its brand is used currently, why physicians may avoid use in certain patient groups and how to address these issues. The meeting, and the consensus that subsequently developed, provided the opportunity to strengthen the client company's relationship with these KOLs and to provide expert guidance to the wider oncology community to improve patient care.