



Advisory Board Formation and Conduct of Meetings

Our Multi-faceted Approach Leads to Robust
Advisory Board Content and Context for Top
5 Specialty Pharma



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Top 5 Specialty Pharma

Business Need

- In anticipation of a new product launch, the sponsor required the formation of a standing advisory board to consult in the following areas that that would be impactful for ophthalmologists in the Asia Pacific region:
 - Treatment practice patterns
 - Gaps in therapeutic knowledge
 - Possible educational programs

Our Solution

- Indegene conducted an analysis of regional opinion leaders in ophthalmology and provided recommendations to the sponsor.
- Aspects of the program managed by Indegene included:
 - Agreement execution
 - Faculty coordination
 - Faculty briefings
 - Meeting conduct
 - Reporting
 - Post meeting action document(s)

Outcome

Successful KOL management, content development, and program management of the advisory board. The sponsor repeated the program with Indegene; however, for third and subsequent programs, it decided to handle internally.



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