



Strategic advisory board

To establish the future disease burden in terms of prevalence, morbidity and mortality in order to support and inform the planning of the Company's product portfolio over the next two decades.

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Background

A global leader in the field of medical diagnostics was reviewing its portfolio of products and wanted to identify which diseases would present the greatest medical need over the coming decades. The Company approached Prism Ideas to organise a meeting at which the future of four therapeutic areas would be considered. The principal aim of the project was to establish the future disease burden in terms of prevalence, morbidity and mortality in order to support and inform the planning of the Company's product portfolio over the next two decades.

Challenge

Predicting the future is always difficult; however, working with the client, Prism Ideas developed a one-day strategic advisory board meeting the aim of which was to identify the factors that would impact changes in disease prevalence and to quantify the future disease burden. Influential experts from several disease areas would be invited to discuss the diseases that represent the current burden of illness in their field, and to identify the epidemiological factors that will dictate disease burden in the future. Building on the current data, a common strategy was devised to incorporate demographic changes, changes in risk factors and predicted trends in disease prevalence, in order to estimate the future health care requirements in each of the disease areas. This would ultimately allow the client to estimate the future market size for their current products and to establish how well their product portfolio was positioned to face these challenges, as well as identifying gaps in the market and the major diagnostic needs in the future.

Solution

The first stage of the process was to identify a suitable panel of experts with epidemiology experience in the key disease areas of interest. This was accomplished using Prism Ideas' in-house KOL identification processes. Once a preliminary list was obtained, a Senior Pharmaceutical Physician from Prism Ideas approached each of the identified experts to gauge their suitability for participation in the meeting and to discuss the concept of the advisory board. In the meantime, the Client Services Division of Prism Ideas identified a suitable European venue for the advisory board and began planning the logistics of travel and accommodation for the experts.



The client team was freed of organisational responsibilities on the day, enabling them to fully concentrate on the meeting's discussions.

In the run up to the meeting, Prism Ideas' team of clinical and scientific specialists worked closely with the invited experts to finalise the contents of the meeting and provided support in collating the required data. The meeting was attended by several staff from Prism Ideas to ensure the client gained the maximum benefit of the combined advisor's expertise. Our Senior Physician acted in the role of co-chairperson and facilitator and took responsibility for the running of the meeting. This meant that the client team was freed of organisational responsibilities on the day, enabling them to fully concentrate on the meeting's discussions. The salient discussion points of the meeting were concisely summarised by one of Prism Ideas' Senior Medical Writers in the form of a meeting report. This report contained the key meeting conclusions as well as concrete predictions of which diseases would represent the major burden of disease over the next two decades.

The predictions made by the advisors represent valuable information that can be used by various stakeholders within the client's Company to support future strategic decision making and will open up several specific disease areas of interest.

Conclusions

The encompassing nature of the meeting, with experts from a diverse range of specialties discussing multiple disease areas in a single meeting, proved to be particularly productive. This encouraged the exchange of ideas between specialists from different disease areas, allowing the key factors underlying future trends in disease burden in one particular disease area to be extrapolated to others. By maintaining a 'top-line' focus to the discussions, the advisors were able to focus on general trends in future disease burden without getting too bogged down in the specific factors relevant to any one disease.

By utilising the medical and scientific expertise of Prism Ideas in the planning of the advisory board, the client was able to ensure a high-quality and productive discussion on the day of the meeting. Entrusting the organisation of the event to the Prism Ideas team guaranteed that the day went without a hitch and that the objectives of the meeting were met. The discussions and conclusions of the meeting gave the client confidence that the Company's product portfolio is well positioned within the relevant disease areas in near to long-term future. The predictions made by the advisors represent valuable information that can be used by various stakeholders within the client's Company to support future strategic decision making and will open up several specific disease areas of interest that the client can now investigate further.

"...thank you for your support that contributed to make this a very pleasant trip" (HCP)

"Thanks a lot again for organising and running the Ad Board in Barcelona. It was very well organised and ran very smoothly including logistics and venue accommodation." (Global Medical Director)