

## Case Study:

### Collaboration With Experts: Global Advisory Board (Day 1) and Clinical Experience Meeting (Day 2)

#### Our Customer's Objectives:

To utilise external experts' advice and experience in two different ways, develop new advocates and maximise their investment in a face-to-face meeting – by combining an advisory board with a clinical experience meeting.

#### Summary and Outcomes:

Livewire developed and delivered a much valued opportunity for both the client and clinicians by combining a global advisory board with a clinical experience meeting day. The client left with new and strengthened customer relationships and a clear understanding of the challenges they faced in positioning their product in the market. The clinicians benefitted from a unique opportunity to share best practice and discuss treatment strategies face-to-face with highly experienced clinical experts.

#### Project Description:

Working together with an external expert Chair and our client, Livewire designed, developed and delivered a unique two day meeting. This included a one day advisory board for 12 invited expert leaders in the field of psychiatry, followed by a clinical experience meeting for 50 European clinicians facilitated by the Chair and four of the advisory board members. This maximised the investment and took advantage of the experience within the advisory board.

The advisory board agenda included a review of new clinical data, discussion of future data requirements, and workshops to ascertain opinions on strategic placement of the client's product within the market. This yielded clear solution options, which were facilitated by the focused discussions within the interactive and driven agenda. The following day, the Chair and four members of the board gave plenary lectures and facilitated workshop sessions at a clinical experience meeting for an invited audience of 50 clinicians from Germany, France, Spain, Poland and Israel. These delegates came fully briefed and with case studies of challenging or difficult-to-treat patients, which were discussed in highly interactive workshop sessions.

#### Critical Success Factors:

- Livewire's experience and understanding of both the therapy area and experts
- Intelligent thinking at the project planning phase to maximise return on investment for both the client and clinician
- Expert logistical organisation
- Professional and appropriate customer engagement before and after the event.

*"It was a pleasure to work with you. I hope to have the opportunity to do it again."*

*Advisory board external expert and clinical experience meeting facilitator*

*"Most important and very useful. The information was excellent, well prepared and very practical."*

*Clinical experience meeting clinician*

