

Case Study:

Collaboration With Experts: European Paediatric Educational Academy (EPEA) Meetings Series

Our Client's Objectives:

To bring a deeper understanding of the challenges of childhood infectious disease (specifically bacterial respiratory disease and acute otitis media) to a pan-European primary care audience.

Summary and Outcomes:

With intelligent thinking to maximise outcomes, Livewire developed, managed and delivered a series of pan-European educational meetings in childhood infectious diseases. We brought together an expert group of infectious disease and ENT specialists and paediatricians (as the EPEA) and worked with them to enhance and inform clinical practice in this area. The meeting agendas, each evolving from the one before, were challenging, stimulating and wide-ranging. The meeting resources facilitated programme recommendations being taken up by many European clinicians. The result was a runaway success – with the EPEA now a 'standing committee' of expert advisors currently preparing for their ninth forum.

Project Description:

A direct company-led communication would not have met the objective. The regional variation in approaches to treatment was too wide, the range of stakeholders too great and the existing 'noise' from the pharmaceutical industry too loud.

Livewire's solution has been to develop and support an expert group (The European Paediatric Educational Academy) to achieve the objectives for the brands. This involved all aspects of external expert (EE) identification and engagement, meeting and agenda planning, technical support and logistical arrangements including venue selection, as well as production and delivery of meeting outputs.

One of the key themes of the first meetings' discussions was the effective deployment of appropriate materials. These included an educational slide deck for European clinicians and a series of post meeting reports.

The overwhelming success of the project has resulted in the formation of a community of experts with clinical and research backgrounds who value the range and depth of discussions provided by the initiative. The client has also used this group to discuss and advise on a range of related topics.

Critical Success Factors:

- Livewire's Intelligent thinking
- Expert and therapy area knowledge and experience
- Broad and expert skill base
- Flexible and creative approach.

"The EPEA is an essential asset as we collaborate with external experts. Because of the enthusiasm of participants, the range of discussion topics and the valuable insights we have gained, the series is to be extended for a third year."

European Medical Affairs Director

