



Use of a Closed-Loop Platform to Enhance Advisor Understanding and Interactions: A Case Study

The ASK™ Platform (Acquiring Stakeholder Knowledge and Insights)

Enhancing advisory board interactions by creating a virtual work environment for advisor preparation and group research.

79% of all advisory boards continue to be conducted face to face. Tools to enhance and measure the success of advisory boards remain a key objective amongst biopharma organizations.

Executive Summary

Conducting advisory boards is a large investment of time and money. Ensuring proper preparation of advisors has become a concern for companies and Medical Affairs departments. Omni-HC was tasked with supporting the efforts of a large pharmaceutical company in the education and preparation of patient and professional advocacy organization representatives for an advisory board. The meeting goal was to identify the current state of patient education available for a serious medical condition that can impact multiple morbid conditions. Omni-HC conceived, developed and implemented a cost-effective approach to ensure and measure advisory preparation for the advisory board.

Challenges

Client wanted the tool to:

- Create a fully accessible repository of information pertinent to the meeting
- Be capable of sharing information both pre- and post-meeting
- Ensure flexibility for various individual advisors to interact and respond with information
- Enhance advisor participation
- Facilitate continuity from one meeting to the next
- Expand advisor engagement opportunities

Omni Roles and Responsibilities

Conceived of a closed-loop platform (CLP) that would:

- Serve as a repository of information utilized to stimulate discussions
- Be capable of sharing information before and after the live meeting
- Provide a flexible time frame for advisors to respond to interaction inquiries
- Enhance advisor participation
- Facilitate continuity from one meeting to the next
- Be cost-effective while expanding engagement opportunities

Developed the ASK™ Platform, a novel CLP by:

- Gathering information: purpose, main goals and target audiences
- Planning: site map and wire frame creation
- Designing: page layouts, review and approval
- Writing, sourcing, converting and assembling content and references
- Developing: computer code and access requirements
- Testing: review and launch

Implemented the ASK™ Platform:

- One month prior to the live meeting
- Captured Key Performance Indicators

One year of maintenance user monitoring and regular updating

Convened weekly team meetings (four months)

Coordinated activities of advisory board to incorporate pre-meeting learnings and reinforce subject areas where knowledge gaps existed

Managed all finances, including honoraria and vendor payments, as well as project reconciliation

Results, Return on Investment and Future Plans

Ensured that 100% of advisors reviewed information and participated in the pre-meeting preparation

Accomplished all client-identified pre-meeting objectives

Direct utilization of the quantitative data gathered pre-meeting empowered:

- Knowledge gap identification
- Idea capture
- Advisor input and participation

Novel pre-meeting metrics available individually and in aggregate included:

Metric	Description	Percentage
Users accessing the CLP	Invited members actually using the tool	100%
Users reviewing all content	Users reviewing all pieces of content	80%
Average frequency of content views	The average number of times any one piece of content was viewed by a user	1.72 reviews
Survey completion rate	Number of invited members that completed the housed survey	100%

Expanded Applications

The ASK™ Platform was designed in a modular fashion allowing for additional modules to be incorporated. Other modules used to enhance advisory boards include:

- Live virtual meetings: Allow location shift of meetings and minimizes expense of traditional live meeting travel, hotel and honoraria.
- Discussion forums: Allow for time shift of meetings giving advisors the ability to answer questions on their own time. Optionally, advisors' responses can be ranked and rated by other members.

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