

Empowering Patient Groups: A Case Study



Developing Consensus Among Pharma, Providers, Patients and Regulators

Working with patient organizations to further the understanding of disease states.

“When we talk about benefit in FDA terms, we’re saying, “What does it mean to the patient?” Does it help them feel better? Function better? Live longer?” – Dr. Janet Woodcock, FDA, Director of the Center for Drug Evaluation and Research

Executive Summary

The management of diabetes continues to evolve with advances in technology and treatment regimens. However, key specialty organizations, institutions and thought leaders disagree on a host of critical management issues. Over the last few years, several experts had identified a need for a consensus conference to move the discussion beyond the current standard of care to improve the study, diagnosis and treatment of patients with diabetes.

One of Omni-HC’s subject experts identified an avenue to successfully pursue a consensus conference where others had failed. The physician expert recruited Omni-HC to assist in the production of the meeting. Omni-HC was responsible for educating and empowering an international patient advocacy foundation with the strategy, development and execution of a consensus conference. The highly

successful conference designed to address the differences and identify a path forward engaged the entire disease state community in moving toward consensus.

Challenges

Lack of experience: The patient organization that Omni-HC helped had never held a consensus conference or a highly scientific meeting prior to the event. In fact, none of its previous events had involved such tremendous coordination with other advocacy organizations from both the professional and patient arenas.

Lack of trust: Viewed as an industry agency, Omni-HC was initially regarded as incapable of understanding the patient perspective.

Budget constraints: Although the patient organization received grants from pharmaceutical and medical device companies, the budget was constrained by the limited funding of a patient organization.

Omni Roles and Responsibilities

- Strategic program and content management.
- Guiding and mentoring patient organization in meetings management
- Recruitment and contracting of faculty
 - o 20 faculty (10 domestic, 10 international)
 - o Assisted faculty with slide development
- Convened weekly team meetings (five months).
- Coordinated activities of three additional partnering team organizations.

- Coordinated all logistics, including audiovisual, food and beverage, social functions, and interactive WebEx linkages and production.
- Developed website for online event and lodging registration.
- Managed all finances, including honoraria and vendor payments, as well as project reconciliation.
- Onsite project management.

Results, Return on Investment and Future Plans

- Accomplished all client-identified program objectives.
- Managed live conference of over 100 attendees and online viewing of over 200 online participants.
- Creation of consensus statements identifying targets for the accomplishment of future goals.
- Educated and empowered patient organization on professional meetings.
- Engaged government regulatory agencies for key issues management.
- Involved other patient and professional organizations.
- Created engaging workshop meeting format for the identification of strategies and tactics to gain consensus.
- Facilitated the development of multiple enduring materials designed to reinforce key messages with participants and expand the reach of the program to non-participants.
- **CAME IN UNDER BUDGET.**

Omni Healthcare Communications is a value-driven medical communications agency whose mission is to Educate, Empower, and truly Engage all stakeholders including providers, payers and patients

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