

Advancing Diagnosis and Treatment Case Study



Developing Expert Consensus on Optimal Diagnostics and Therapeutic Intervention

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GOALS

To help our client determine the clinical appropriateness of available ophthalmologic interventions and therapies, Insyght developed a technology-supported Delphi-methodology similar to the RAND-method to generate an expert consensus for the therapeutic area (TA). This project focused on the field of glaucoma and entailed a multi-step process with the end-result being the publication of several articles in the *American Journal of Ophthalmology*.

SERVICES

Strategic Direction

- Client Needs Assessment
- Innovative Process and Methodology Development
- Engaging Agenda Design

KOL Engagement and Management

- Thought Leader Identification, Recruitment and Management
- Medical Content Development
- Literature Reviews and Publication Grading
- Polling Question Development

Digital Solutions

- Electronic System Implementation

Implementation and Evaluation of ROI

- Analysis of Findings
- Executive Presentation Development
- Co-Authorship of Findings and Publication Facilitation

PROCESS *Our Strategic Intelligence, Your Competitive Advantage™*

Insyght's modified Delphi method entails identifying and recruiting a group of TA and practicing experts who are posed with a series of questions to develop expert consensus for the therapeutic area (TA). For glaucoma, Insyght led this initiative for our client by identifying and managing 9 TA experts, reviewing and grading multiple recent publications, and coordinating the thought leader preparation process. Insyght also developed over 100 items for the polling process, convened the panel for the interactive exercise, managed the electronic response system for rapid and anonymous voting, analyzed the results and formulated subsequent strategic recommendations.

RESULTS

As a result of Insyght's efforts, our client was able to successfully gain expert consensus on the appropriateness of diagnostic and therapeutic intervention in the field, establish and improve relationships with national thought leaders and enhance its scientific perception through the use of a scientific methodology and subsequent publications in *American Journal of Ophthalmology*, a highly regarded, peer-reviewed medical journal.