

Raising Regional Disease Awareness Case Study



The 2012 Latin American Diabetes Summit

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GOALS

This unbranded initiative represented a collaborative effort by two global pharmaceutical leaders and involved a multifunctional team across 4 countries in the region. The goals were to provide highly scientific, medical education to healthcare providers (HCPs) in Latin America to help them better understand new treatment strategies for diabetes, improve treatment inertia, and increase disease education awareness. To this end, Insyght developed a roadshow of 7 meetings in 4 countries, featuring over 35 international speakers and targeting approximately 1,000 regional physicians.

SERVICES

Strategic Direction

- Engaging Agenda Design
- Unique Event Branding

KOL Engagement and Management

- Thought Leader Identification and Management
- Attendee Recruitment and Management
- Scientific Presentation Development & Translation Services
- Facilitation of CME Certification

Implementation and Evaluation of ROI

- On-Site Event Management
- Program Evaluation
- Executive Report

PROCESS *Our Strategic Intelligence, Your Competitive Advantage™*

To help design a program that would have optimal success in the region, Insyght worked with the client team to identify and contract over 35 national and international thought leaders, and identified and coordinated with regional and local country Continuing Medical Education (CME) providers, to design a highly scientific and medically relevant event. To ensure that the program would be most engaging, Insyght also facilitated the design of multiple scientific presentations, medical lectures and interactive workshops that were compliant with country and regional specific guidelines and requirements, and ensured full alignment across stakeholders via regional, country and KOL-specific web- and teleconferences.

RESULTS

The result was the successful education of over 930 physicians across the region, including endocrinologists, internists and primary care physicians, on critical issues pertaining to the identification, treatment and management of type 2 diabetes mellitus. As Insyght was able to secure accreditation for the program, and the initiative also strengthened partnerships with local and regional CME providers, the summit solidified Insyght's role as this client's strategic global medical education partner and provided the foundation for future regional and disease-specific programs for the client team.