

Building Therapeutic Area Leaders Case Study



Therapeutic Area Specialization and Insyght's Portfolio Support Services

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GOALS

Following a client's recent multibillion dollar acquisition, Insyght was commissioned to facilitate the sharing of clinical development plans, cross-molecule learnings, and payer insights to help prepare a combined therapeutic area (TA) portfolio for future success in the increasingly competitive marketplace by improving R&D processes and commercialization efforts in the US and abroad.

SERVICES

Strategic Direction

- Design of Cross-Functional, Multi-Company, Global Meeting
- Engaging Agenda Design
- Unique Event Branding

Medical Content Development

- Design and Creation of Scientific Presentations
- Development and Production of Branded Scientific Posters

Implementation and Evaluation of ROI

- On-Site Event and VIP Management
- Facilitation of Intensive Breakout Session Workshops
- Program Evaluation
- Executive Presentation Development

PROCESS *Our Strategic Intelligence, Your Competitive Advantage™*

Insyght designed and executed an innovative TA Portfolio Summit including more than 50 individuals involved in US and EU development programs within the respiratory disease space. In addition to exploring the impact of specific payer archetypes on patient identification, targeting and treatment monitoring for molecules within the collective portfolio, Insyght also helped design a unique outcomes poster session and interactive clinical and commercial workshops.

RESULTS

Insyght's assistance led to several important enhancements to the combined TA portfolio, including identifying and refining target patient profiles, aligning on key endpoints and appropriate comparators, and implementing new guideline strategies and standardized processes to bolster existing, and ensure future, leadership in the marketplace.