

# CASE STUDY

## Top-notch Advisory Board in metastatic Breast Cancer executed in Virtual format

### Challenge

Treatment of the metastatic Breast Cancer is very challenging area for the medical oncologists across the world and the competitive landscape for all Pharma Companies working on this market. Bringing together KOLs from the different countries around the world to discuss the treatment practice in Breast Cancer and get insight on the data represent the biggest challenge.

### Overview

Breast cancer is the most frequent cancer among women, impacting 2.1 million women each year, and causes the greatest number of cancer-related deaths among women. Breast Cancer still represents significant unmet medical need, especially in metastatic stage of disease.

### Approach

The necessity to find the alternative solution to run International Advisory Board and get the best possible outcome of such discussion. The digital solution should combine the possibility to collect insight running the discussion among KOLs with open questions, collecting quantitative information through polls, review the Scientific publication with comments from HCPs, run Video Call where the speaker could present new data and organize breakout sessions. MphaR Virtual Advisory Board Platform was chosen to run this event in digital format.

### What influenced the decision?



Secure legal and Compliance Regulations



Possibility to run polls/survey



Combination of Discussion Forum with Video Call



Possibility for experts to work simultaneously on Publication and provide their comments



Breakout sessions during Video Call



### Results

- ▶ **100%** of the invited participants joined the discussion
- ▶ **96%** Net Promoter Score to use the platform
- ▶ **90%** higher level of insights received from KOLs
- ▶ **70%** less the cost of organizing such event
- ▶ **10** times higher the level of efficiency of the discussion

### Conclusion

MphaR Virtual Advisory Board Platform represents the reliable, compliant and effective solution to run different scientific event in digital format.