




# CASE STUDY

## NSCLC Virtual Advisory Board with Global Oncologists

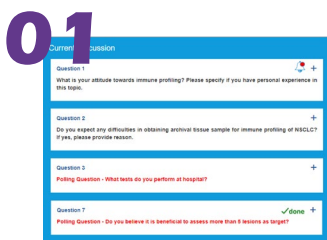
### Key objectives

A Medical Affairs team within a leading pharmaceutical company had 3 primary objectives:

-  Identify unmet need patient populations in NSCLC, stage IV
-  Explore current evidence and data gaps related to the treatment of this patient population
-  Create the Whitepaper ready to be published for current standard of care and evidence generation needs

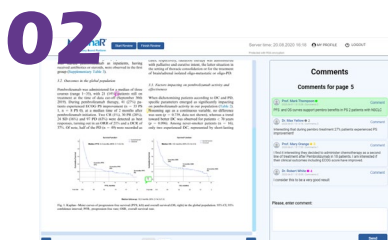
### Agenda

4 Sessions; 10 Global and US advisors



#### Session 1 (5 days)

**Discussion forum:** advisors provided feedback about current treatment practise, unmet medical need and current clinical evidence in NSCLC, stage IV



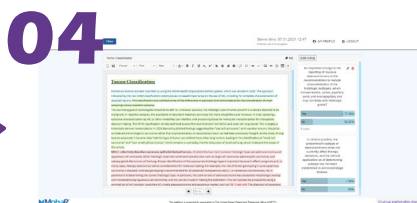
#### Session 2 (2 days)

Provide with their **feedback** on new data published (Annotation of article)



#### Session 3 (3 hours)

**Video Conference** using Brainstorming Platform capability: Meeting Board



#### Session 4 (10 days)

advisors worked together on **White Paper** using the platform create the document in online collaborative features

### What influenced the decision?



Secure legal and compliance regulations



Combination of discussion Forum with video call



Ability to run polls/survey



Ability for advisors to simultaneously review and share publications

### Results

▶ **100%**

advisor participation

All advisors provided robust feedback and continued to participate in subsequent discussions within 1 year of the initial engagement

▶ **200%**

higher level of insights

Feedback received from KOLs was more thoughtful and detailed

▶ **91%**

Net Promoter Score to use the platform

Advisors and client appreciated ease of use and efficiency