




CASE STUDY

Hemophilia A Virtual Advisory Board with Patient Advocacy Groups (PAGs)

Key objectives

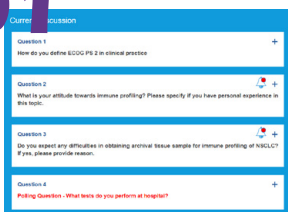
A PAGs team within a Global pharmaceutical company had 3 primary objectives:

-  Identify unmet need of patient populations in the Hemophilia A
-  Explore educational gaps related to the treatment of this patient population
-  Provide feedback on the materials for patients

Agenda

4 Sessions; 10 representatives of PAGs (Global, US, Europe)

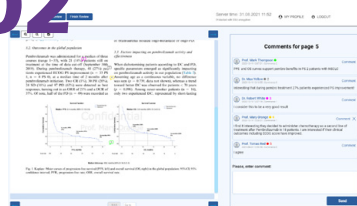
01



Session 1 (5 days)

Discussion forum: advisors provided feedback on the treatment practise, potential barriers for patients

02



Session 2 (2 days)

Provide feedback on materials for patients using platform **annotation features**

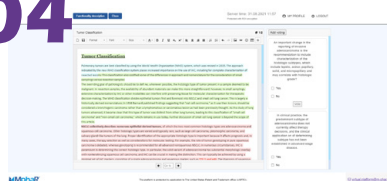
03



Session 3 (3 hours)

Advisors had a brainstorming session using the platforms **video conference** and **meeting board** features

04



Session 4 (10 days)

Advisors worked together on wording to be used in patients' materials using the platforms **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 comments on materials

Results

▶ **100%**

advisor participation

All advisors provided robust feedback and continued to participate in subsequent discussions

▶ **200%**

higher level of insights

Feedback received from PAGs was more thoughtful and detailed

▶ **91%**

Net Promoter Score to use the platform

Advisors and client appreciated ease of use and efficiency