



CASE STUDY

Supporting the implementation of expert advice

We were briefed to organise, attend and write up an advisory board meeting to discuss a pre-launch product and how it would fit in the treatment landscape. The client wanted to use the advice to inform its regulatory approval submission. How often have you put out such a brief?

Our thoughts:

So much time and energy goes into organising an advisory board, that sometimes the real point can become obscured. The success of an advisory board is not in the meeting itself, it's **about what happens afterwards** as a result of the advice received. We know that it is important to have a record of everything that was discussed at an advisory board. We also know that a 58-page report that is basically a transcript can be overwhelming and unwieldy when you are a client looking to apply the advice to your strategy or tactical plans. By thinking always about the end user and how the information will be applied, our medical writing team always creates **materials that have precision, punch and purpose.**



The outcome:

Our client felt **fully equipped to go straight into the cross-functional discussions** that would build on the expert advice received and drive this new product closer to regulatory approval.

