



A CASE STUDY

Tapping Canadian Oncology Experts to Design a Medical Affairs Framework

Using Insights from KOLs to Refine a Client Recommendation

CHALLENGE

A consulting team was helping a biopharma client develop an organizational framework for a medical affairs function. They wanted to better understand how Canadian administrators view the value of a medical affairs function, where they see this function heading, and what solutions would be valuable for their team to address.

THE GLG APPROACH

The client worked with GLG to recruit and confirm 10 key opinion leaders (KOLs) and administrators from major Canadian cancer centers to participate in two three-hour virtual advisory board sessions. These sessions were coordinated and facilitated by GLG to get the client real-time, collaborative insights in a virtual group setting.

OUTCOME

Upon the completion of the virtual sessions, the client said it “went well,” noting that the participants were “active and had good input.” The client gained an understanding of how its client’s medical affairs function is perceived by top KOLs and administrators in the medical community. It then identified potential opportunities to refine the organizational framework for its client.

FEATURED PRODUCTS



GLG Qualitative

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A client used virtual advisory boards to connect with healthcare administrator KOLs to understand how they perceived its client’s medical affairs function, and how it could best refine the framework of that function.

Why GLG?

Project Breadth

Two three-hour virtual advisory board sessions.

Precise Matches

The client needed insights from top KOLs and administrators from major Canadian cancer centers. By custom recruiting and tapping experts from our extensive network, GLG sourced 10 experts to give the client a well-rounded perspective.

Dynamic Format

The virtual advisory board sessions were coordinated and facilitated by GLG to get the client real-time, collaborative insight in a group setting.

As the world’s insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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