

A CASE STUDY

# Developing Cardiovascular Programs in Health Systems

*Building a Virtual Advisory Board to Help Design Healthcare Programs*

## CHALLENGE

Working on behalf of a medical device company, a project team reached out to GLG to source various stakeholders in healthcare to discuss ideas for cardiovascular programs at health systems. Team members were looking for feedback on potential programs they had conceptualized.

## THE GLG APPROACH

GLG identified the best format for this engagement considering the client's target expert criteria. GLG secured six experts holding different titles within health systems from across the U.S. to join a three-hour virtual advisory board/co-creation session.

Impressed by the insights gained from the first advisory board, the client team asked GLG to source additional candidates for a follow-up advisory board to gain fresh feedback on its updated solution.

## OUTCOME

The experts' reactions to the proposed programs informed the client's second iteration of its solution. It was pleased with both sessions and used the insights gained to improve its cardiovascular programs.

## FEATURED PRODUCTS



GLG Qualitative

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**GLG connected a client with health system experts to give feedback on its proposed cardiovascular systems through a virtual advisory board; the client used these insights to improve its system design.**

## Why GLG?

### Virtual Advisory Boards

Six health system experts engaged in a three-hour virtual advisory board.

### Project Breadth

Two virtual advisory boards of six health system experts.

### Client Feedback

"It went very well! We really appreciate the ongoing partnership, which led to a very successful advisory board. Couldn't have done it without you!"

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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