

medical leverage helps a medium-sized pharmaceutical client **expand its reach and increase its exposure** by fostering relationships with hard-to-contact key thought leaders.

Situation

The client needed to schedule one-on-one meetings at influential medical conferences... and deadlines were in danger of being missed.



Due to a turnover in management, the client needed to schedule one-on-one meetings at influential medical conferences because congresses were fast approaching with no meetings confirmed, and deadlines were in danger of being missed. Executive leadership relies on meetings like these to gain insight into potential gaps in product messaging. The client's existing partners could not provide this service in a timely manner, and the client's internal resources were at their max. The company needed a partner to jump-in and get up to speed in a hurry.

The client lacked contact information for providers and did not know if the identified providers would be attending these influential meetings. In addition, the client did not have access to a private meeting location. With the conference just weeks away, most facilities were reserved.

"The medical leverage team came to us with a proactive approach regarding KTL meetings," said Julie P, Product Manager. "They were always coming up with new ideas. They understood our situation, had familiarity with our therapeutic area thought leaders, and they were highly organized."

Solution

The medical leverage team's experience with quickly identifying and engaging KTLs enabled them to plug in as an extension of the client.



The medical leverage project team understood the client's situation as having no one-on-one meetings secured, not possessing KTL contact information, and lacking a private space for the interviews. These problems were compounded by a tight timeline.

First, medical leverage mobilized its network of meeting planners to source missing contact information for hundreds of KTLs, verified their attendance, and recruited them to important one-on-one meetings with the client's executive leadership. The medical leverage team also worked to secure prime meeting locations just steps away from the conference. As a result of the proactive, flawless execution of the KTL meetings, medical leverage was asked to also coordinate client pre-conference and post-conference meetings, including food and beverage.

“Working with the medical leverage team was a seamless experience. They pay a lot of attention to detail.”

Julie P. | Product Manager



Solution CONTINUED



The medical leverage team helped our company establish and nurture KTL relationships by securing meetings that we may have never held.”

The medical leverage team set up 131 important one-on-one meetings between the client’s marketing executives and KTLs to gain compliant, unpaid, feedback about rare disease products.

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medical leverage tracked conferences and coordinated KTL meetings for the client for the remainder of the year. They also ensured the client’s presence at key congress events.

Well in advance of a conference, the medical leverage team always made sure that the client had a complete (real-time) agenda so that everybody knew where to go and what to expect. At the conference, the team handled everything—from booking hotel rooms to stocking meeting rooms with refreshments.

The client found medical leverage’s mobile app (mlKconnect) to be beneficial, as it managed contact information, recruited health care providers, provided a schedule of events, and documented meetings.

“I had a very positive experience with the app,” said Julie. “I thought it was great because the app had a calendar that indicated who our team members were meeting with, and it was able to update itself in real-time.”

By the program’s culmination, physicians looked forward to meeting with the client and knew medical leverage’s project managers on a first-name basis. KTLs were even willing to answer personal text messages from medical leverage’s project managers immediately.

“Originally, we thought we could do everything for ourselves,” said Julie. “But after working with medical leverage, we achieved one of our goals by growing the number of KTL meetings as much as we could.”

Deliverables



Coordinated One-On-One Meetings

“In the past, I created my schedule with Excel sheets that I would print out,” said Julie. “Now I have an organized template for everyone we meet with.”



Grew KTL Database

Since medical leverage began its partnership with the client, it has helped grow the client’s database of KTLs from a small number to hundreds in three weeks.



Earned Speakers Bureau Opportunity

The client awarded medical leverage with a contract to run its speakers bureau.



Created a Mobile App

medical leverage’s mobile app, mlKconnect, helped the client’s marketing team stay organized and up to date.