

A SUCCESS STORY

Life Sciences Company Adapts to Changing Technology Guidelines for Diabetes Care

Introduction

A global life sciences client partnered with Array to produce a productive advisory board meeting that would shape a marketing campaign for their newly approved insulin delivery system. The client was able to use Array's content engagement features to keep everyone focused and gain input from all advisors. Consequently, the client uncovered emerging guidelines with significant potential impact on the diabetes technology landscape. The feedback and insights gained from the meeting helped the client go-to-market with a successful product campaign.

Background

The client needed to gain expert treatment insights to inform the messaging and positioning for a new product campaign for their recently approved insulin pump. The client's brand team partnered with their medical affairs team to convene a national advisory board with 20 endocrinology thought leaders from throughout the United States.

The goal was to engage key opinion leaders in a focused discussion on advancements in technology options for patients with diabetes, introduce their messaging, and get expert feedback to inform their decisions. To succeed, the client needed to obtain feedback from all of the thought leaders gathered in the room.



The Opportunity

Although the client had successfully hosted multiple advisory board meetings in the past, they were not as efficient as they could have been in keeping experts engaged and capturing feedback. The main issue they identified was a lack of focus from the advisors. Many were distracted by their phones, and the more vocal attendees often dominated the conversation, causing it to veer off topic.

Using ARS for polling and surveys was largely unsuccessful because they didn't provide the advisors with opportunities for open-ended responses. They needed a way to keep the conversation focused and to capture feedback from all advisors, whether they were introverted or extroverted.



Why the Client Partnered with Array

A senior member of the client's Medical Affairs team was impressed with Array's interactive engagement opportunities at an industry event, where she was able to text questions and annotate slides. When she heard how Array was helping another team gain deeper insights from HCP meetings, she was intrigued.

Array was brought on by the client to help with their advisory board meeting after consulting with our Analytics and Insights Management team to determine how to best reach their goals and solve some of the challenges they were facing.





Partnering for an Innovative Result

Array's team worked with the client to curate their content to encourage engagement, feedback, and data collection opportunities from their advisors by strategically using Array's interactive features. Array's collaboration with the client ensured that their meeting was successful and that they were able to collect the data they needed.

The following winning strategies were implemented:

- To reduce distractions and improve participation, attendees were given an iPad® pre-loaded with Array software.
- Fastest responder polling questions were included in every topic to encourage friendly competition and keep advisors focused on the content.
- All slide annotations were reviewed in the post-meeting report to identify advisor feedback that may not have been verbally communicated.
- Advisors were invited to submit any final thoughts or questions to the client via the Array software at the end of each topic discussed.

At the meeting, Array's onsite technology team helped with the Array software deployment on the iPads to make sure everything went smoothly.



Results

Results from implementing the above strategies included:

- With the deployment of the Array iPads and fastest responder polling questions, **91% of advisors were engaged with the content** and the client reported fewer advisors distracted by their phones.
- One advisor submitted a text question, "Do you really think the emerging Advanced Diabetes Technology Guidelines will align with your plans?" The advisor was invited to share how they thought the new guidelines would impact their current and future treatment of patients in need of insulin, which gave the client **real-time feedback to reframe the remaining discussion around the new guidelines.**
- With the assistance of Array's onsite technicians, the client inserted a new open-ended poll that allowed them to gather further feedback from advisors on the impact of the new guidelines around the device treatment landscape, revealing that **16 of the 20 advisors felt the product messaging was misaligned with the upcoming guidelines**, and gave further insights into "why."
- Post-meeting analysis of slide annotations further supported the above findings with unspoken feedback, confirming that **12 of the 20 advisors had referenced the potential impact of the upcoming guidelines** in their notes.

By strategically partnering with Array, the client was able to get the expert feedback they needed to identify misalignment in their messaging with emerging guidelines and adjust their strategy for an effective campaign launch.

Consequently, a **successful campaign launch positioned the client's insulin delivery device to help more patients** - thereby increasing their market share and meeting ROI.

Ready to capture deeper insights at your next advisory board meeting?

[Get Started](#)

Or contact us at: info@arraylive.com

About Array

Array is a content engagement partner for life sciences meetings – with nearly 20 years' experience at over 10,000 events. Our unique combination of technology and services is proven to improve business results by engaging more than 90% of audience members and increasing knowledge transfer while collecting meaningful analytics down to the individual participant level for actionable insights. Array offers technical support, meeting production expertise, and analytics interpretation and guidance to maximize the impact of in-person, virtual, and hybrid life sciences meetings.