

A SUCCESS STORY

Array Helps Study Team Identify a Key Point of Confusion Among Trial Sites, Avoids Delays

Introduction

A study team within a global pharmaceutical company partnered with Array to improve protocol training and knowledge transfer at a virtual COVID-19 investigator meeting. The client worked with Array to incorporate content engagement opportunities into their presentations using Array's engagement features, as well as to measure and track knowledge transfer with real-time reporting. **With the help of Array, the client was able to proactively evaluate and close a critical gap in investigator knowledge during the meeting and prevent potential study delays.**

Background

The client is a leading global pharmaceutical research and development corporation that focuses on developing treatments for various human diseases. Several study teams within the Infectious Disease Department had previously worked with Array to help organize the content of their investigator meetings so they could make the best use of engagement tools. Array successfully helped them transition to virtual investigator meetings at the beginning of the pandemic and continue hosting them once they became the norm.



Challenges the Client Faced

In March of 2021, their investigator meetings were still required to be virtual due to COVID-19 restrictions. Given the urgent need for vaccines, the participants' busy schedules and impact that a successful training would have on patient enrollment, the team faced a three-fold challenge:

1. Keeping attendees engaged and focused on the content throughout the entire meeting
2. Providing a unified content experience for all presenters and participants
3. Ensuring participants were retaining the content presented



Why the Client Partnered with Array

The client was attracted to Array's unique ability to storyboard content engagement opportunities that aligned with the strategic goals of the meeting, since it meant that the study team could pinpoint exactly what participants needed to focus on. Additionally, Array's service team stood out as an asset that would ensure the key messages of the meeting would be delivered, retained, and measured.





Partnering for an Innovative Result

- During pre-meeting planning, Array's Analytics and Insights Management (AIM) team met with the client's COVID-19 study team to review the content. They made strategic recommendations for insertion of polling questions, how to highlight slides with the most impactful information for attendees, and developing icons that could be placed on slides to convey their importance.
- To enhance knowledge retention, Array helped the client implement cases with real-world patient scenarios related to the study by addressing "What would you do at this point for patient X?"
- When the client stressed a key communication point that the study would not be covering the cost of COVID-19 tests given at the sites, and that misunderstanding of this fact had the potential to cause delays when the sites mistakenly waited for tests to be provided, the AIM team recommended the client assess participants' knowledge of this information during the meeting via polling questions.
- Polling results indicated that 49% of the attendees believed the client was covering the cost of the tests.



Results

By partnering with Array before, during and after their investigator meeting to strategically engage virtual participants with the content and assess for knowledge retention, the client was able to **prevent bottlenecks and delays in the study around COVID-19 through effective communication.**

Key wins for the study team included:

- Analysis of post-meeting polling results demonstrated that **94% of attendees retained knowledge of information on slides where important icons were placed.**
- Thanks to Array's recommendation to assess participants' knowledge of the COVID-19 test coverage and the quick turn-around of polling results, the client was able to **address and close the knowledge gap for 96% of the study participants** with further emphasis during the meeting.

Demographic information collected during the meeting helped identify which sites had gotten the COVID-19 test coverage information wrong, and the client was able to follow-up with individual sites to reinforce this information.

Want to learn how Array can help you improve knowledge retention and prevent trial delays at your next investigator 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.