



## Medical Communications and Expert Engagement

### Speaker Engagements



Compelling presentation  
Speaker support materials  
Speaker rehearsals

Post engagement survey  
Post presentation metrics

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### Congresses



Multimedia booth content  
Congress playbook

Congress summaries  
Competitive intelligence reports

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### Advisory Boards and Workshops



Pre and post meeting  
materials  
Interactive sessions

Presenter rehearsals  
Summary documents

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### 1:1 Engagements



Interactive materials  
Summary reports

Co-create opportunities

## Advisory Board Development

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### Preparation, execution, and summary support

Alphanumeric MedComms supports advisory board content development from start to finish

#### Preparation

- Suggest and develop materials for advisor preparation (pre-meeting survey, pre-reads, etc)
- Create concise objectives early in the advisory board planning process to drive meeting format and guide insight assessment
- Craft agenda and meeting format to maximize attendee participation and information exchange (interactive sessions, Q&A, polling questions, etc)

#### Execution

- Build a discussion guide for moderators and presenters to drive an effective, successful meeting
- Facilitate presenter rehearsals to ensure all participants (internal and external) are fully prepared
- Collect detailed notes, insights, and in-meeting polling results
- Follow-up survey to collect potential mind shifts and advisor feedback

#### Summary

- Compile a comprehensive meeting overview to address your reporting needs
- Analyze poll and survey responses to quantify feedback while adding visual elements to the summary report
- Provide high level insights and key takeaways as well as insights-based strategic recommendations

## Sample Advisory Board Summary

1. Executive and full summary formats that contain key information for compliance reporting



Report developed in branded or unbranded format

Comprehensive meeting overview to address your reporting needs

### Overview

August 9, 2022

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**Key Elements**

Date	Saturday, August 9th, 2022
Location	Chicago Conference Center, Chicago, Illinois
External Attendees	6
Internal Attendees	3
Agency Support	None
Duration	4 hours
Presentation time	1.25 hours
Discussion time	2.25 hours
Break time	0.5 hours

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### Attendees

August 9, 2022

Name	Title	Institution
Jane M. Smythe, MD, MPH	Head of Children's Neurodevelopment	Big Academic Institution
George B. Miller, MD	Director, Pediatrics	Small Community Hospital
Daniel A. Tan, MD, PhD	Director, Pediatric Neurology Program	State Academic Institution
Emily Wu, MD, PhD	Director Emeritus, Neurogenetics Program	Large City Neurology Clinic
Darius Bruce, MD, MPH	Assistant Professor, Cardiac Neurology	Private Research Institute
Beatrice Jones, MD	Sr Director, Movement Disorders Program	Big City Hospital
Dr. Christina E Nixon	Sr Director, Medical and Scientific Services	Alphanumeric
Franklin Green	Sr Director, Global Services	Alphanumeric
Amy Blakeslee	Account Manager	Alphanumeric

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Strategic consideration of internal and external attendees to ensure the right stakeholders are present

# Sample Advisory Board Summary

## 2. Objectives and agenda tailored to meet your engagement goals

**Objectives**

August 9, 2022

<b>Understand</b>	Understand impact of observed adverse events on risk-benefit determination
<b>Gather</b>	Gather feedback on difference in efficacy between older children and adolescents
<b>Review</b>	Review diagnostic standards used by advisors and their impact on treatment decisions

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Concise objectives created early in the process to drive meeting format and guide insight assessment

Thoughtful agenda crafted to maximize attendee participation and information exchange

**Agenda**

August 9, 2022

Time	Session	Presenter/Moderator
1:00 PM – 1:05 PM	Welcome and introductions	Franklin Green
1:05 PM – 1:25 PM	Presentation: Relief III Safety Data	Christina Nixon, PhD
1:25 PM – 2:10 PM	Discuss risk assessment and impact on patients (Moderated discussion with polling questions)	Franklin Green and Christina Nixon, PhD
2:10 PM – 2:25 PM	Break	
2:25 PM – 2:55 PM	Presentation: Relief III Efficacy Data	Jane M. Smythe, MD, MPH
2:55 PM – 3:25 PM	Compare risk assessment with perceived benefit (Moderated discussion with patient profile activity)	Jane M. Smythe, MD, MPH and Christina Nixon, PhD
3:25 PM – 3:55 PM	Presentation: Relief III secondary efficacy analysis	Daniel A. Tan, MD, PhD
3:55 PM – 4:10 PM	Discuss observed difference in efficacy between older children and adolescents (Moderated discussion with open feedback form)	Daniel A. Tan, MD, PhD and Christina Nixon, PhD
4:10 PM – 4:25 PM	Break	
4:25 PM – 4:50 PM	Comparing current diagnostic standards and their impact on treatment decisions (Moderated discussion with polling questions)	Darius Bruce, MD, MPH and Amy Blakeslee
4:50 PM – 5:00 PM	Wrap up and gratitude	Franklin Green

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Executive summary calls out any alterations to agenda made in real-time and provides rationale

## Sample Advisory Board Summary

### 3. Pre- and post-meeting activities and survey can substantially elevate the insights gained during the actual meeting

Quotes from free response options add context

### Meeting Survey Results

Pre and/or Post Meeting Assessments



"Excited to see such excellent data in the primary population I see in my practice!"

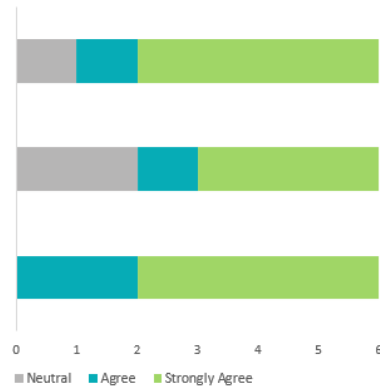
"The polls were a great way to take the group's 'temperature' on discussion topics"

"Thank you for including discussion of PNKD diagnostic standards. Very valuable!"

The data presented was relevant to my practice/research

The polling activities conducted during the meeting were useful

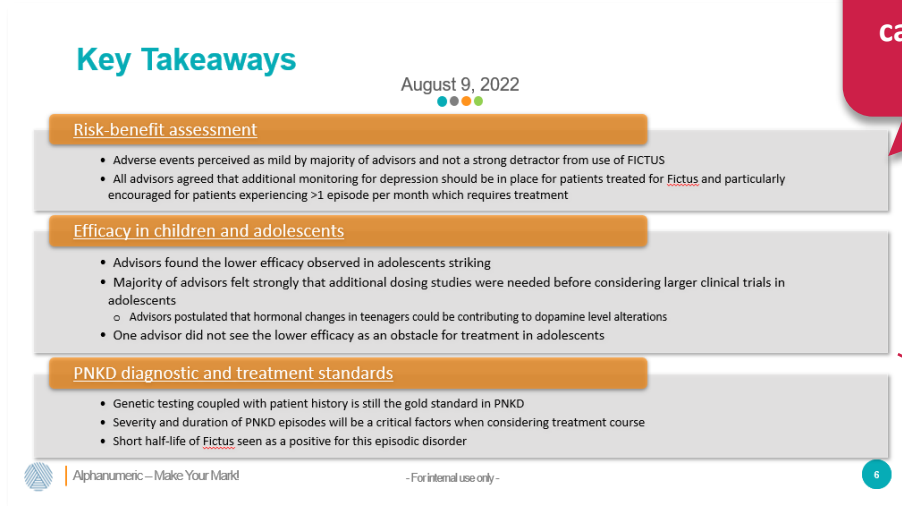
The meeting added value to my knowledge of PNKD



Poll and survey responses can be quantified and presented visually

## Sample Advisory Board Summary

4. High level insights and key takeaways are provided in the executive summary with more detail and quantification of in-meeting polls and activities provided in a full summary



**Key Takeaways**

August 9, 2022

**Risk-benefit assessment**

- Adverse events perceived as mild by majority of advisors and not a strong detractor from use of FICTUS
- All advisors agreed that additional monitoring for depression should be in place for patients treated for Fictus and particularly encouraged for patients experiencing >1 episode per month which requires treatment

**Efficacy in children and adolescents**

- Advisors found the lower efficacy observed in adolescents striking
- Majority of advisors felt strongly that additional dosing studies were needed before considering larger clinical trials in adolescents
  - Advisors postulated that hormonal changes in teenagers could be contributing to dopamine level alterations
- One advisor did not see the lower efficacy as an obstacle for treatment in adolescents

**PNKD diagnostic and treatment standards**

- Genetic testing coupled with patient history is still the gold standard in PNKD
- Severity and duration of PNKD episodes will be a critical factors when considering treatment course
- Short half-life of Fictus seen as a positive for this episodic disorder

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Advisor quotes captured throughout the full summary

Full meeting notes can be provided in the appendix

Key takeaways are hyperlinked to detailed information in the full summary

Subsections can be 1 or more slides

Polling or meeting activity data is visually displayed

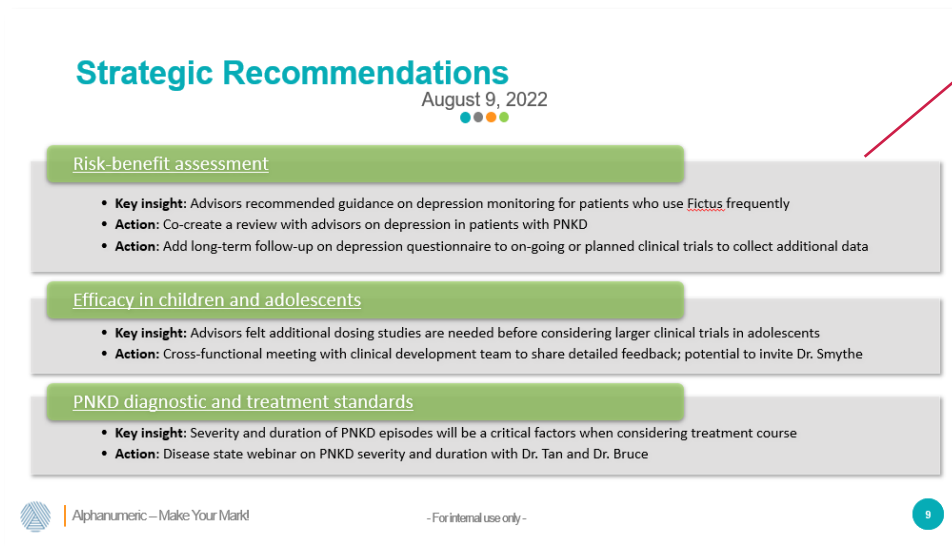
Additional navigation can be added to enhance the user experience

Photo documentation adds a human element

Custom elements added based on project need and client preference

## Sample Advisory Board Summary

5. Insights-based strategic recommendations are included in the full advisory board summary either by our MedComms professionals or in collaboration with the client team



**Strategic Recommendations**  
August 9, 2022

**Risk-benefit assessment**

- **Key insight:** Advisors recommended guidance on depression monitoring for patients who use Fictus frequently
- **Action:** Co-create a review with advisors on depression in patients with PNKD
- **Action:** Add long-term follow-up on depression questionnaire to on-going or planned clinical trials to collect additional data

**Efficacy in children and adolescents**

- **Key insight:** Advisors felt additional dosing studies are needed before considering larger clinical trials in adolescents
- **Action:** Cross-functional meeting with clinical development team to share detailed feedback; potential to invite Dr. Smythe

**PNKD diagnostic and treatment standards**

- **Key insight:** Severity and duration of PNKD episodes will be a critical factors when considering treatment course
- **Action:** Disease state webinar on PNKD severity and duration with Dr. Tan and Dr. Bruce

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Recommendations can be provided in summary format

Individual recommendations can be prioritized based on the team's strategic goals

### Insight-based Strategic Recommendations

*Advisors recommended guidance on depression monitoring with frequent Fictus use*

**Recommended Actions:**

1. Co-create a review with advisors on depression in patients with PNKD
2. Add long-term follow-up on depression questionnaire to on-going or planned clinical trials to collect additional data

Priority Level: 2