

Case Study:

Failed Roll-Out to Medical Affairs Team

By:
ARANEAE
CONSULTING

Problem to Solve

A Fortune 200 Pharma company wanted to bolster enrollment in a multisite global clinical trial, however not all Medical Affairs teams were amenable to the approach the leadership team was taking. The Sponsor had already designed the deck for presentation to physicians, but the teams were making their own modifications and misunderstanding the rollout objective.

Araneae Consulting was retained to determine the source of the resistance and find a solution that incorporated the input and concerns of the Medical Affairs teams while still achieving the overall objectives of the leadership team.

Approach and Discovery

- Engaged the key stakeholders in each team to investigate the cause of the recalcitrant response.
- Determined that the company had neglected to factor in important geographic differences in physician culture.
- Gathered input on each team on the most effective communication strategies based on their geography

Solution & Outcome

- Married the communication strategy with the big-picture objective of the Senior Leadership to develop a presentation that would achieve the original mission of the enrollment initiative, but in a way effective and sensitive to geographic differences.
- Gained buy-in from senior leadership to deviate from the original deck on a case-by case basis
- Enrollment initiative successfully rolled out globally with customized decks.
- Medical Affairs teams felt respected and heard, and through their input more effective decks were created.

Contact Lucia at lucia@araneaeconsulting.com to get solutions now, or learn more by visiting www.araneaeconsulting.com.