

## Life Sciences

# Guidehouse: Your Medical Affairs Partner Every Step of the Way

Strategically Supporting Your Stakeholder Engagement Needs

### The Evolving Medical Affairs Landscape

Medical Affairs departments across the life sciences industry must navigate a broader set of stakeholders than ever before, transparently and appropriately communicating scientific data not only to healthcare providers but to parties across the healthcare ecosystem. The Medical Affairs function increasingly engages with regulatory bodies, ministries of health, payers, patient advocacy groups, and patients to provide the scientific data and clinical evidence needed to make informed treatment and care decisions.

### The Guidehouse Medical Affairs Approach

Guidehouse offers a preeminent set of skills and capabilities covering medical communication, evidence generation, stakeholder engagement, strategic planning, and compliance framework development. We work with you to create tailored solutions to address the strategic, organisational, and operational needs of your business and Medical Affairs function. We provide a broad array of Stakeholder Engagement services, including:

- In-depth stakeholder mapping and development of the patient journey
- Strategic advice and materials to facilitate communication with your internal and external stakeholders, including key opinion leaders (KOLs), healthcare providers, patients, patient advocacy groups, health authorities, medical associations, and payers
- Medical field team (MSL) development and training
- Planning and conduct of medical advisory boards and expert panels

### Who We Are

Guidehouse has built an international reputation as a leader and trusted partner for life sciences companies that seek to mitigate risk while achieving exceptional growth. We work closely with pharmaceutical companies, biotechnology, and medical technology manufacturers to help deliver measurable and transformative results. Our consultants help life sciences clients develop insights and solutions to address business challenges, and to optimise decision-making at the product, business unit, and enterprise levels.

With over 50 years of combined Medical Affairs experience, our team of scientists, clinicians, and business strategists supports emerging and established life sciences companies across the product life cycle. Our experience spans a range of Medical Affairs needs across Europe, the United States, Asia-Pacific, Africa, and the Middle East.



## Guidehouse Medical Affairs Case Studies

Learn how Guidehouse has supported pharmaceutical, biotechnology, and medical technology companies to improve their stakeholder engagement strategies and to advance their medical, advocacy, and business goals.

### A BIOPHARMA SOUGHT INPUT FROM LEADING KOLS FOR ITS ASSET DEVELOPMENT PROGRAM

An emerging biopharma company headquartered in Asia needed expert feedback to guide its development program for an anti-tumour asset, including insights on potential combination studies and strategies to enter the European and North American markets. Guidehouse identified and engaged leading KOLs in these markets, obtained their insights via survey, and conducted a virtual advisory board. We then synthesised and reported actionable insights received from the KOLs through these channels.

Guidehouse identified drivers and barriers of healthcare provider uptake and strategies to mitigate the risk of low product adoption. Our team recommended areas of focus for future studies to generate clinical data that KOLs need to reconsider their established prescribing habits and to consider the asset in treatment paradigms. Based on our insights report, the biopharma company gained a better understanding of the European and North American markets and adapted its existing product entry approach to optimise product uptake.

### A LARGE PHARMA PARTNER REQUIRED PATIENT ADVOCACY OUTREACH STRATEGIES FOR MULTIPLE PRODUCTS

A multinational pharmaceutical company's patient advocacy activities had been disparate, one-off engagements with little coordination across the organisation or with external partners. The company hired Guidehouse to help organise its patient advocacy and outreach activities for several of its major products in development.

The Guidehouse team evaluated the current state of activities within the company and contrasted it against industry practices found through benchmarking peer companies. We also tapped into internal Guidehouse experts to recommend innovative approaches to identify and engage with relevant patient advocacy organisations. Guidehouse then facilitated a workshop to help the client team prioritise the patient advocacy activities that would have the greatest immediate and long-term impact. We also helped prioritise where the patient advocacy outreach budget should be allocated to maximise the company's patient outreach across its product portfolio.

## Get in Touch with the Guidehouse Medical Affairs Team

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### About Guidehouse

Guidehouse is a leading global provider of consulting services to the public and commercial markets with broad capabilities in management, technology, and risk consulting. We help clients address their toughest challenges and navigate significant regulatory pressures with a focus on transformational change, business resiliency, and technology-driven innovation. Across a range of advisory, consulting, outsourcing, and digital services, we create scalable, innovative solutions that prepare our clients for future growth and success. The company has more than 10,000 professionals in over 50 locations globally. Guidehouse is a Veritas Capital portfolio company, led by seasoned professionals with proven and diverse expertise in traditional and emerging technologies, markets, and agenda-setting issues driving economies around the world. For more information, please visit: [www.guidehouse.com](https://www.guidehouse.com).

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