

Workshop



The task

A large-scale, multi-year clinical study was conducted to scientifically evaluate a drug from the company **MSD**. **IMIG**'s job was to select the most important **study results** based on a qualitative survey of physicians and **adapt these results in the best way possible** to the key target group's needs for specialist information. The key target group was independent specialists.

The objective

The aim of the workshop was to obtain information about **how the new study results could most effectively be presented and communicated** to independent specialists. The workshop was also aimed at determining **which of conclusions** from the study results the physicians considered to be of primary interest for their therapy and **most relevant to their practice**. This aspect was especially important given the need for physicians to provide information quickly, compactly and convincingly within the short time available in an office visit.

The method

In a **two-day workshop**, the independent specialists were surveyed in one-hour **guideline interviews**. Clients were able to follow the interviews directly via closed-circuit TV in an adjacent room. In the interviews, the physicians commented on selected study results presented in graphical form. After each interview, the documents were adapted in collaboration with the client. **Corrections and suggestions for improvement could be implemented directly, on site, on a laptop** and then printed out. The advantage of this procedure was that the **test materials** (study results) presented to the interviewees could be **continually improved** for each subsequent interview.

The results

Based on the two-day workshop, we were able to recommend to the **MSD** product team the **best way of presenting the new study results** for the drug from the specialists' point of view. In addition, the written summary of the results, which was compiled from the interview transcripts, highlighted the **advantages and disadvantages** of **MSD's** drug and which **therapy objectives** the physicians could see themselves using it for.

Training materials for outside sales

After obtaining the physicians' consent, a **video** containing key statements from the physicians was prepared and given to **MSD** for training its outside sales staff about the **drug benefits revealed by the new study results**.

We would like to thank the Market Research department at **MSD** for their cooperation in this demanding project and for their permission to describe the **MSD** workshop here.

IMIG