

Psoriasis Consumer Advisory Board

From Concept to Completion –
an Advisory Board Committed to Brand Success



Overview

When a Fortune 500 pharmaceutical company was launching a new psoriasis treatment, ENA was tasked with recruiting and executing a consumer advisory board. By identifying and recruiting influencers, social media opinion leaders, and community volunteers and activists, ENA formed a board of educated consumers to provide insight at a weekend-long retreat of workshops and brainstorming.

Goal

To engage the psoriasis community, define unmet gaps in patient education, and provide a forum to give voice to patients within the community.



Brand Challenges

- Competes in a saturated market with well-established competitors
- To engage with a group of highly educated attendees who have repeatedly been approached by competitors



Strategic Imperatives

- Uncover and promote unique patient perspectives
- Define and satisfy unmet needs within the psoriasis patient community
- Provide a forum for patient to give patients a voice
- Establish a group of advisors committed and connected to the board
- Ensure brand loyalty by providing educational tools to the patient community



ENA Solutions

- Recruit 15 patients and influencers within the patient community
- Strategize and develop engaging workshop content promoting participation and feedback
- Plan, execute, and facilitate a 2-day off-site meeting
- Design and develop full, integrated patient education programs consisting of live, print, and web components
- Gain brand ambassadors who are motivated to educate and share
- Establish a board name, logo, and mission statement to provide the means to help ambassadors promote educational and supportive materials and collateral



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Results

Through exploratory discussion and activities designed to create open and honest communication, the advisory board facilitated a full understanding of the therapeutic area, the challenges within the community, and a view into the patient perspective.



More Than a Meeting

Ideas and programs formulated by consumers create inherent buy-in from target populations and board members build relationships with each other and the company, creating a unique identity that exists solely for the benefit of the brand.

Advisory Board feedback:

“This is hands-down the best psoriasis engagement I have been to.”

ENA Marketing Communications Offers Extensive Experience in Advisory Board Planning, Execution, Facilitation, Content Creation, and Cultivating On-going Relationships

- Vast experience in executing advisory boards for both Fortune 500 and Fortune 50 pharmaceutical companies for over 20 years
- Deep knowledge of recruitment tactics
- Expertise in all facets of implementation and execution of meetings and advisory boards
- Comprehensive creation of meeting content and activities designed to promote communication and insights
- Experience with both professional and patient audiences
- Knowledge of compliance regulations and guidelines



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