CASE STUDY

Formulating stakeholder engagement strategy

The challenge

Even when the value argument for a new product is strong, post-launch uptake can be hindered by prescriber inertia and stigma-driven patient avoidance of care. To ensure that all patients who could benefit from treatment were able to do so, our client sought a comprehensive stakeholder engagement strategy.

Our approach

- Conducted a deep dive into the barriers and drivers of access and uptake success, and the decision makers and influencers who drive these.
- Worked closely with global and local cross-functional teams to develop actionable objectives.
- Crafted an objective-driven, multi-year stakeholder engagement strategy and implementation plan – including clear milestones, key performance indicators, and opportunities for collaborative evidence generation and communications.

How we made a difference

- Provided a clear and actionable roadmap for addressing function- and country-specific needs in a holistic way, minimizing duplication and ensuring a consistent external voice.

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