

A CASE STUDY

Multi-Geography Medical Advisory Board for a Chinese Biotech Firm

*Multi-Geography Study to Prepare for Clinical Trial Launch***CHALLENGE**

The client needed global perspectives on early- to mid-phase drug development. It wanted to design an accurate target patient profile (TPP) and gain insight from many different countries in advance of conducting a multi-geography clinical trial.

THE GLG APPROACH

GLG convened an advisory board of world-renowned academic and research physicians who were experts in the topic. Led by a management consultant with experience as a physician and academic, GLG kept the group focused and organized while distilling the range of opinions into a clear set of findings and next steps.

OUTCOME

The client refined its TPP and revised the planned messaging to potential clinical research partners in different markets. The research also enabled the client to finalize its clinical trial registration on time.

FEATURED PRODUCTS

GLG Integrated Insights

[Learn more](#)

GLG Convened an advisory board of specialized doctors to help a client refine its novel drug's target patient profile and prepare for a multi-geography clinical trial launch.

Why GLG?**Staffing**

GLG assembled an advisory board of world-renowned research physicians. The board was led by an experienced consultant and research physician who understood how to translate diverse opinions into concrete next steps for the client.

Custom Recruiting

GLG sourced some of the leading global experts on the topic.

Project Breadth

GLG conducted several advisory board meetings and solicited written feedback for the client covering four major global markets.

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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