



CLEW COMMUNICATIONS: KEY OPINION LEADERS

Clew has a vast experience in working with key opinion leaders. Whether we are contacting a doctor, nurse or pharmacist from scratch or strengthening an existing relationship, Clew develops strong, long-lasting and collaborative relationships working closely with our clients.

Clew organises Advisory Boards, round table discussions and debates. We identify speaker engagements and opportunities for authoring articles and, most importantly, we listen to what people have to say.



CASE STUDY

Clew organised regional pre-launch advisory groups. The aims were:

- To establish Eisai in the epilepsy community and to deliver key information on Zonigran (Zonisamide), a new epilepsy drug
- To garner advice and direction on all developmental aspects of zonisamide
- To gain grass-roots intelligence on all aspects of zonisamide and its main competitors, and what is needed in terms of research and trial designs
- To make contact and build relationships with key experts
- To advise on ongoing activity and potential spokespeople

The meetings were held in four major cities: Belfast, Cardiff, Glasgow and London.

- 30 KOLs attended
- 98% consultant grade or above
- Three supportive media articles produced pre-launch – authored by KOLs at advisory boards
- Insight gained led to change in targets and marketing plans for product in UK