The following case study is about the Therapeutic Area Specialization and Insyght’s Portfolio Support Services.

**GOALS**

Following a client's recent multibillion dollar acquisition, Insyght was commissioned to facilitate the sharing of clinical development plans, cross-molecule learnings, and payer insights to help prepare a combined therapeutic area (TA) portfolio for future success in the increasingly competitive marketplace by improving R&D processes and commercialization efforts in the US and abroad.

**SERVICES**

- Strategic Direction
  - Design of Cross-Functional, Multi-Company, Global Meeting
  - Engaging Agenda Design
  - Unique Event Branding
- Medical Content Development
  - Design and Creation of Scientific Presentations
  - Development and Production of Branded Scientific Posters
- Implementation and Evaluation of ROI
  - On-Site Event and VIP Management
  - Facilitation of Intensive Breakout Session Workshops
  - Program Evaluation
  - Executive Presentation Development

**PROCESS**

Insyght designed and executed an innovative TA Portfolio Summit including more than 50 individuals involved in US and EU development programs within the respiratory disease space. In addition to exploring the impact of specific payer archetypes on patient identification, targeting and treatment monitoring for molecules within the collective portfolio, Insyght also helped design a unique outcomes poster session and interactive clinical and commercial workshops.

**RESULTS**

Insyght's assistance led to several important enhancements to the combined TA portfolio, including identifying and refining target patient profiles, aligning on key endpoints and appropriate comparators, and implementing new guideline strategies and standardized processes to bolster existing, and ensure future, leadership in the marketplace.