

CASE STUDY:

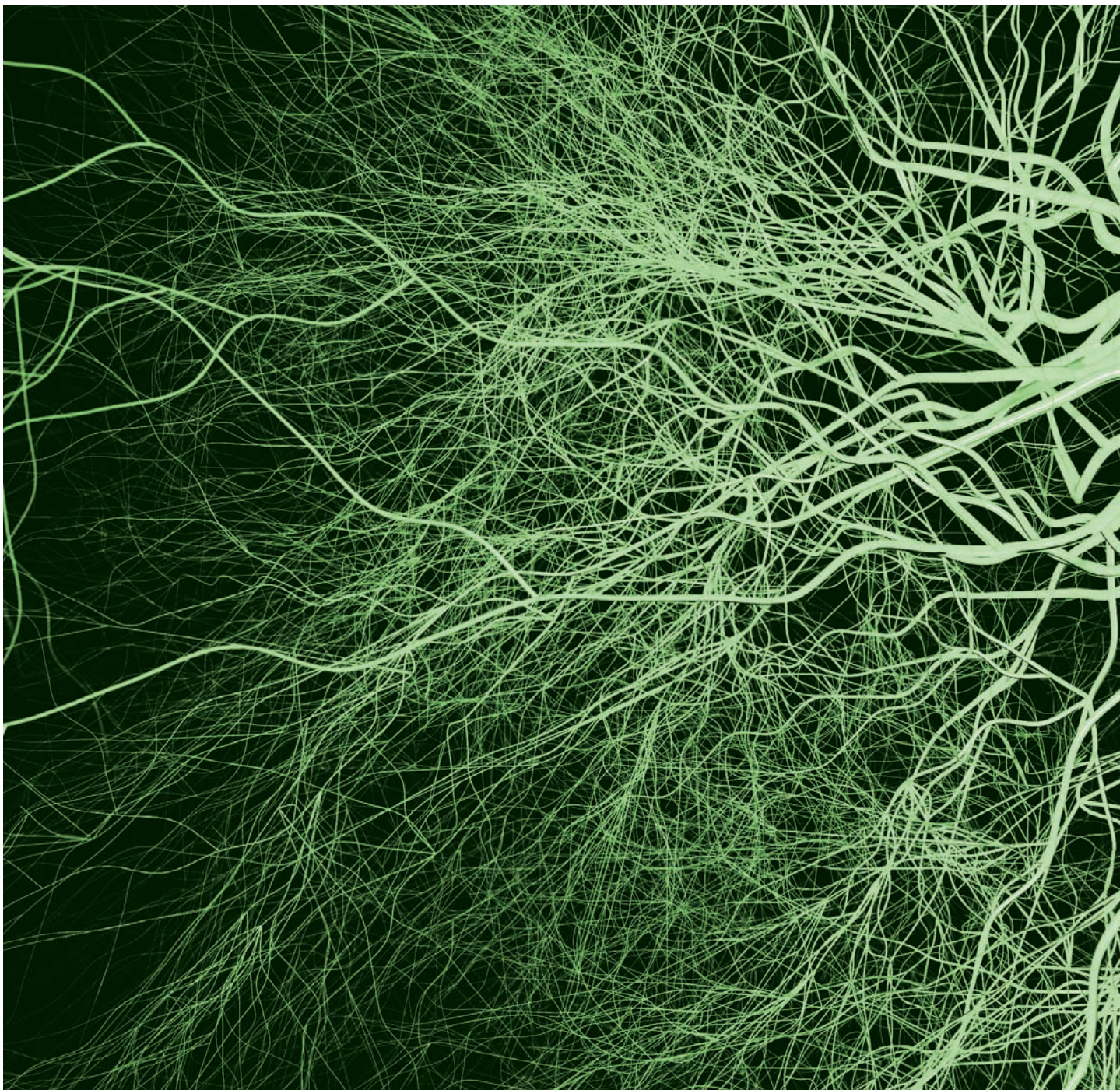
RHEUMATOID ARTHRITIS
SPEAKERS BUREAU PROGRAM
Envisioning Advanced Concepts





CHALLENGE

Our client came to us seeking to develop a new and compelling speakers bureau program for rheumatoid arthritis (RA). The existing materials relating to the target of their drug weren't sophisticated enough to address leaders in the field of rheumatology. They wanted something more advanced, with [cutting-edge](#) information and graphics. This was a high-profile project that required intense [collaboration](#) with top thought leaders, complex project management and [coordination](#), and above all the ability to develop [highly scientific](#) content.



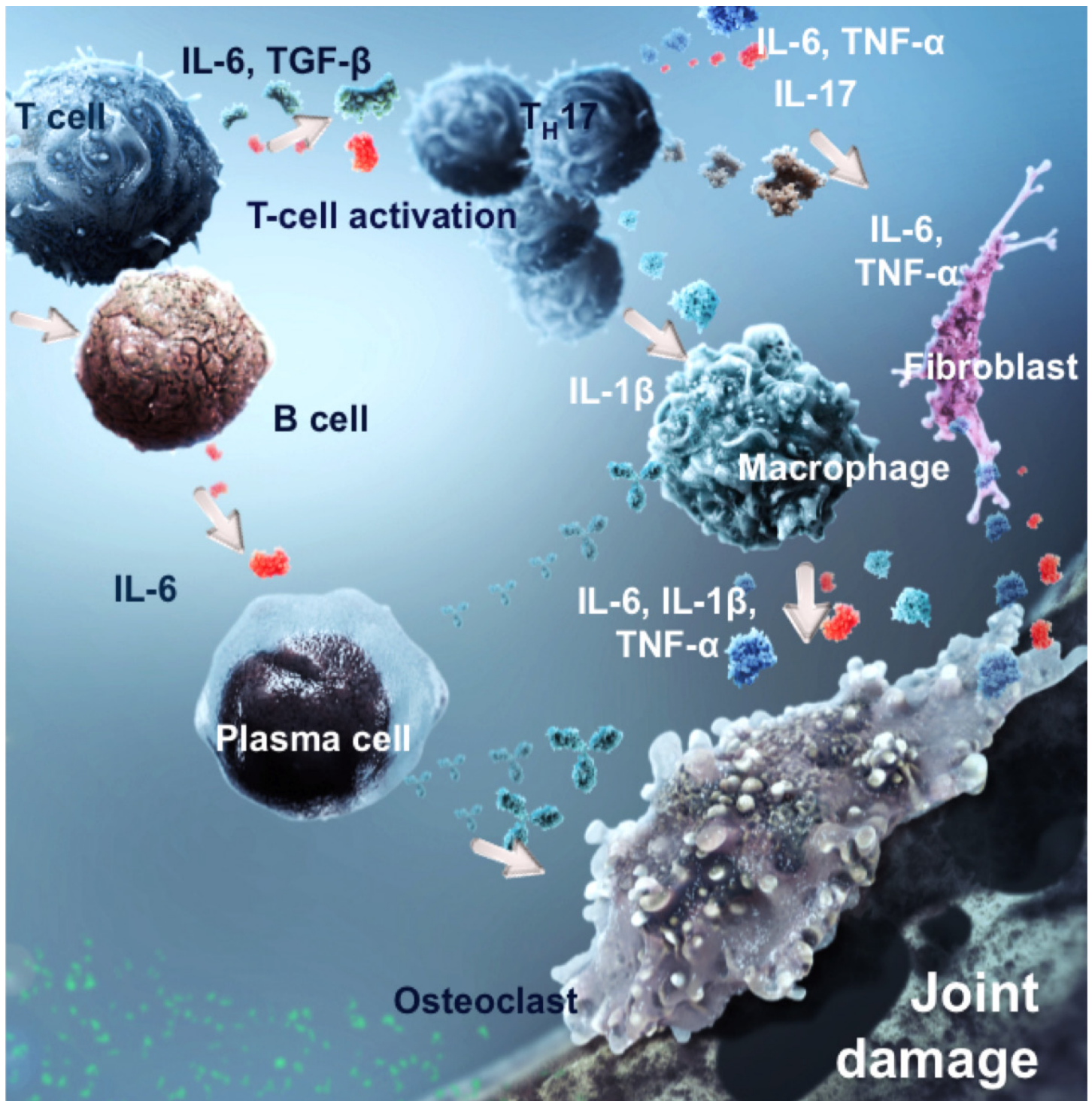
OPPORTUNITY INTO ACTION

Aegis leveraged its core strengths: science and management. In collaboration with our client, three key opinion leaders (KOLs), and a video-production partner, our team of very [experienced scientific minds](#) researched and created a body of content that elegantly and accurately captured the leading-edge science in the field. Our [outstanding project managers](#) provided structure and timelines, facilitated communication among the project participants, and assisted the client with taking the finished product through their internal regulatory, legal, and medical review.



RESULTS

The final product was a [groundbreaking](#) presentation that included embedded video and images from a 3D animation. It provided important new information about the molecular mechanism of disease in RA, paving the way for our client to improve the knowledge base. The program was well received in the field by attendees and won meaningful kudos from the leading KOLs. The work has also proved [enduring](#): a full year later, the presentation is still in use and is cited in our client's brand plan as a "[key success factor](#)."



“This is a very powerful presentation. It’s extraordinary work. I would be proud to present this material.”

- Key opinion leader, rheumatology

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