



**AdBoard+**

# AdBoard+

## Tired of standard Advisory Boards?

Clinical opinion leaders bring a wealth of expertise to the heart of your business.

Squeezing every drop of value from them is critical to your business goals:

Prior to launch of a new product



Building an engaging curriculum and faculty



Planning impactful medical education



Maintaining and growing your existing brands



Managing your products at any stage of their life cycle

## That's where we come in!

AdBoard+ combines key clinical and commercial insights.

Our interactive forums deliver outcomes of immediate value to your medical and marketing objectives:

Designed to engage and create advocacy



Interactive activities rather than death by PowerPoint!



Workshops that get everyone involved and active



Facilitation that allows transparent and honest communication



Creating enduring relationships that drive your business forward

## This is what you get

Bite Medical will create and deliver an end-to-end advisory board solution, bespoke to your needs:

KOL identification and mapping



KOL management & engagement



Comprehensive logistical support and management



Full stakeholder engagement and activity planning



Creation of all meeting materials



Detailed summary and PowerPoint headlines of key outcomes



Clear outcomes of direct and immediate value to your business



All within Company and ABPI codes of conduct



Attitudes  
INSIGHT

## Tired of working in the dark?

Market research is a critical element of assessing the impact of your messages and testing your assumptions. Properly executed it can provide the building blocks of a blockbuster campaign:

Understand your audience's perceptions

Challenge your own assumptions

Survey opinions, cultures and preferences

Test the focus and strength of your messages

Learn the motivation and behaviour of your HCP customer groups

Build competitive intelligence and information

## That's where we come in!

Attitudes Insight provides you with a programme of research designed to get to the heart of what your HCP audience really experiences, thinks and values:

Designed to interrogate and evaluate

Innovative methodologies and models of enquiry

Facilitation that promotes transparent and honest feedback

Quantitative and qualitative outcomes

Emotional, behavioural and practical insights

Customised to your needs

## This is what you get

Bite Medical will create and deliver a programme of output-focused research bespoke to your needs:

Insightful questioning and interview techniques

Recruitment of specified groups of HCPs

Organised to target regional or national attitudes and behaviours

Specialised venues for investigation and information capture

Clear outcomes of direct and immediate value to your business

Working within Company and ABPI codes of conduct and procedures



**Bite** Digital 



## Tired of a one-dimensional digital presence?

Online education is rapidly gaining favour with busy HCPs, yet digital CPD formats are often so uninspiring.

Truly creative digital communication can give you a 'best-in-class' reputation via:

Impactful CPD that both educates and inspires

Disease awareness campaigns prior to launch

A coordinated approach linking both HCP and patient learning

Credible, accredited CME programs of real value to end users

Accessible and persistent content that fosters your brands

## That's where we come in!

Bite Digital produces attention-grabbing online CPD that engages, educates and changes clinical practice through:

Interactive and impactful CME for HCPs in any setting

Short-burst learning adapted to individual learning styles

Case studies that come to life

Animations that reveal the science behind the medicine

Scripting and editing that keeps a tight focus on your messages

Design and production values that deliver optimum visual impact

## This is what you get

Bite Medical takes you from pre-production to digital delivery of e-learning for HCPs in any setting:

A credible faculty that supports and delivers the programme

Content development and creation that tells a compelling story

Outstanding digital design and production

Hosted and delivered on a platform most suited to your needs

End-user benchmarking, testing and feedback

Outcome measurements and metrics that reveal your ROI

Working within Company and ABPI codes of conduct and procedures



EXPERT CLINICAL  
**Forum** ✓

## Tired of reaching the wrong people?

Medical education can get lost in blanket coverage that takes a scattergun approach. A better idea is to influence the right people with the right message for the right reason:

Communicating with HCPs who will become advocates for your brand



Share important information that will influence key prescribers



Build momentum with specific groups of HCPs



Embed new ideas and improved clinical practices



Create awareness and value around your brands and products

## That's where we come in!

Expert Clinical Forum is a peer-to-peer learning approach that cascades your message and influences your key HCP targets in a more insightful educational environment:

Definitely not just putting a lot of 'bums on seats'



Led by clinical stakeholders key to your business and brand



Regional events that target local needs and behaviours



Education that is inclusive and fosters your brand goals



Using your own target lists or creating one specifically for your needs



A truly collaborative approach

## This is what you get

Bite Medical will create and deliver a bespoke live peer-to-peer learning solution:

Small to medium sized groups of expert HCPs



Designed to cascade learning



Led by acknowledged and trusted advocates



Implementation at a regional or national level



Interactive and enjoyable, building further advocacy



Fostering your product and brand goals



Working within Company and ABPI codes of conduct and procedures



**Skills**©entre

## Tired of uninspired training?

High-performing people are critical to your business success, so don't put up with any old training.

**Choose an inspiring programme that transforms attitudes, behaviour and performance through:**

Developing individuals



Creating influence and impact amongst your core teams



Learning that fosters professional and personal development



Building strength and leadership



High-performance coaching for internal and external stakeholders



Support for business change projects

## That's where we come in!

Skills Centre is a bespoke training and development resource, designed to improve performance and impact through:

Interactive workshops on presenting, influencing and negotiating



Individual coaching and mentoring programmes



Motivating and inspiring Keynote Speakers



Rising stars and leadership planning



Speaker training for internal and external stakeholders

## This is what you get

**Bite Medical will create and deliver a joined-up training solution that recognises the need of your people and your business to thrive and grow:**

Working in small to medium sized groups



Comprehensive logistical support and management



Bespoke content based on individual and team needs



Proven evidence-based tools, including: StrengthFinder: Insights: Brand You!



Creation of learning media bespoke for your needs



Short courses and extended programmes



Working within Company and ABPI codes of conduct and procedures



**expert**<sup>2</sup>expert

# expert<sup>2</sup>expert

## Tired of your message missing the mark?

Motivating an expert audience requires an expert leader with clear insight and credibility. Matching the right opinion leader to your message can make the difference between acceptable and exceptional:

- KOLs well-established with your product proposition
- Speakers as credible advocates
- A story that fosters your product goals
- Engaging presentations
- Pre-event logistics and onsite management
- Code-compliant with your SOPs

## That's where we come in!

expert<sup>2</sup>expert is a peer-to-peer event management solution that puts your message at the heart of an informative and inspiring learning experience:

- Showcase your product in a balanced and objective setting
- Trusted voices able to influence clinical opinion
- A presentation shaped for maximum impact
- Challenging established clinical thinking
- Interactive learning relevant to your product proposition

## This is what you get

Bite Medical will provide a one-stop-shop for speaker and content management that will stimulate new thinking in your target audience:

- Create a bespoke story that reinforces your product goals
- Match the messenger to the message
- Brief and coach your chosen speakers
- Act as the conduit for communication and coordination with all key stakeholders
- Work within Company and ABPI codes of conduct and procedures