

Are you suffering from a life science insight gap?

The life science insight gap occurs when critical information is either not collected, or is collected and not effectively shared or used to make decisions. Here are three places the insight gap can occur, three questions to diagnose your insight gap issues, and three steps you can take now.



1. Understanding disease communities

It's tempting to rely on what you know. But are your tried and tested experts the right people – or the right people for the specific goal you're trying to achieve? With a more holistic view of specific disease communities, you can find and engage the experts with strong connections among the audience you're trying to reach. Rising stars and emerging experts may wield influence in previously untapped audiences and have new information your team needs.

2. Venue

All-day advisory board meetings and hours-long video calls aren't always effective. Last-minute cancellations, lack of diversity, dominant personalities, hierarchy influence, and multitasking can compromise the outcome of such meetings. If KOLs or patients are staying silent or tuning out, you're missing critical insight.

3. Output

When an engagement ends, teams must take the insights they've collected and boil them down to key takeaways. But this isn't effective if they are time-poor or don't have access to a broader view of what's happening with the science or outside market forces. Guesswork based on incomplete analysis won't lead you to better business decisions.

HOW DO I KNOW IF I HAVE an INSIGHT GAP PROBLEM?

How do you know who to engage for insight-gathering sessions?

If you default to selecting from a list of contracted advisors, you may be missing important sources of new insight.

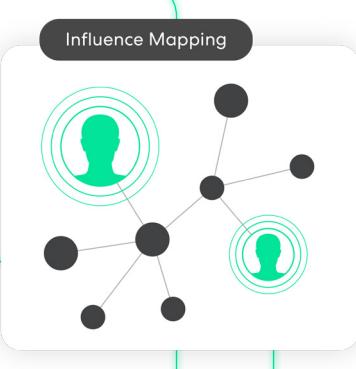
What methods are you using to collect insight?

If you're relying on in-person or web meetings alone, you're almost certainly not getting the volume or quality of information you need to innovate and remain competitive.

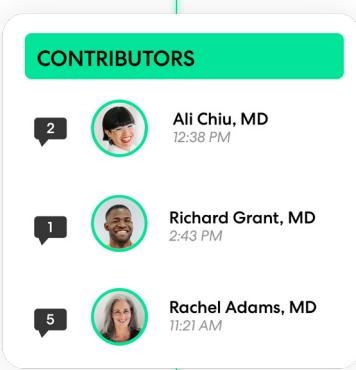
What happens after an engagement concludes?

If the answer is waiting weeks for a transcript you'll share via email, you're definitely not getting the biggest benefit from your investment of time and resources.

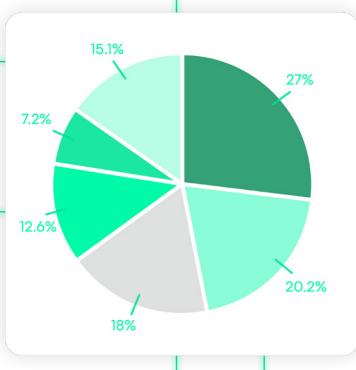
What can I do to close insight gaps?



Evaluate your disease community effectively. Find out who can offer novel insights to built a better scientific narrative. Learn where patient populations are best-suited for clinical trial sites. Look outside traditional publishing and speaking circuits to find people who can provide new perspectives. Technology like network analytics and social listening help evaluate important connections so you can be more strategic.



Rethink how you engage experts, and try a new approach by incorporating asynchronous discussions with in-person or live virtual touchpoints. Engagement platforms with tools such as one-click translation, moderator dashboards, and familiar social features to keep conversations flowing and drive deeper, more actionable insights. Your team can foster more meaningful discussions and unearth new insights you might be missing with traditional engagement methods.



Resist the urge to consider the engagement finished without a plan to interpret and share results. Emerging technology can help your team get output more quickly, in a more organized fashion, for more efficient sharing and faster decision-making. Deliverables like executive summaries or engagement debriefs help sift through the noise, surface actionable insights, and pay off your investment in planning and executing expert engagements.

ABOUT WITHIN3

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