

# Educate the Market & Build Advocacy

**1 The opportunity:** clarify best practice approaches to achieve optimal patient or health system outcomes & build peer-advocacy to drive more widely

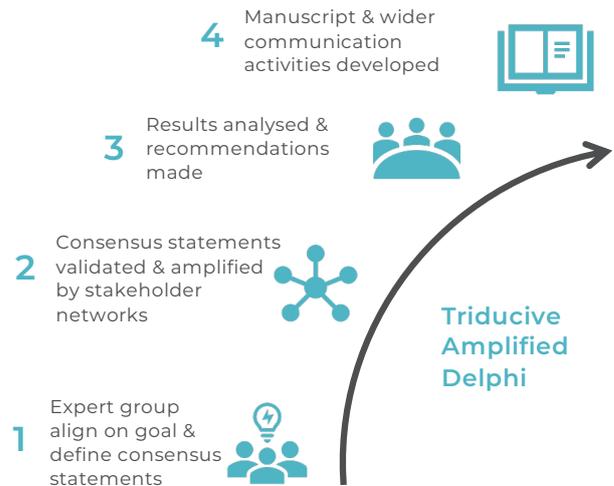
Marketing & Market Access	Policy & Communications	Medical	Health Economics & Outcomes Research
Strengthen the value proposition	Lobby for policy change	Close evidence gaps	Support HTA submissions
Encourage pathway / health system change	<b>Educate the market &amp; build advocacy</b>	Shape medical society guidelines	

**2 How Triducive amplified consensus works**

## Delphi Consensus

The 'Delphi' method is a highly effective method to support experts to reach consensus. First used in the 1950's by the US Department of Defence to understand the impact of technology on the cold war it is now used extensively

Delphi is a particularly well used method in healthcare and Triducive applies a version to help shape market context:



**3 An example clarifying the position of sealant use to prevent air leak following lung surgery across Europe**



### Problem

Across Europe there was a mix of attitudes of thoracic surgeons about the rationale and use of sealants to prevent intraoperative air leaks following lung surgery

Variation in practice led to increased patient morbidity, variable surgical outcomes and avoidable costs

### Consensus achieved

**285** responses

**8** recommendations

“ There is a **clear role** for sealants in the management of air leaks and certain surgical procedures **demand their use** ”

### Implementation plan



**4 Discuss your challenge with us**

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