

Close Evidence Gaps

1 The opportunity: turn expert experience into level 4 evidence that can be cited in brand communications & driven by advocacy

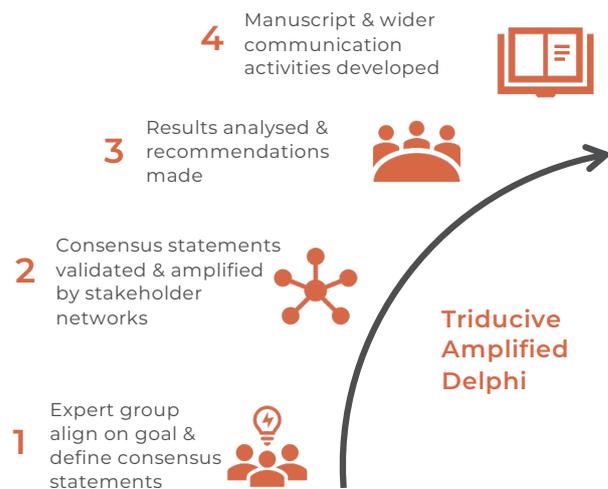
Marketing & Market Access	Policy & Communications	Medical	Health Economics & Outcomes Research
Strengthen the value proposition	Lobby for policy change	Close evidence gaps	Support HTA submissions
Encourage pathway / health system change	Educate the market & build advocacy	Shape medical society guidelines	

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 generating evidence to support a urea-based emollient for diabetic foot care



Problem

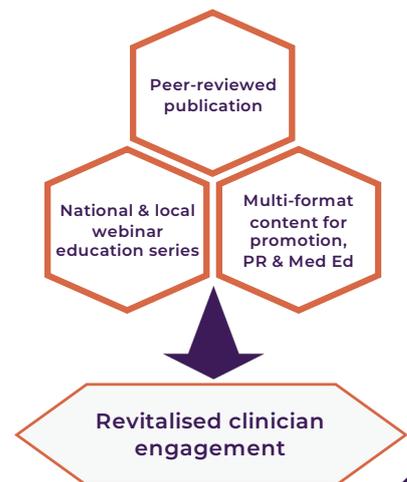
In the absence of strong clinical evidence, treatment for diabetic foot is largely driven by cost, despite the fact that emollients that contain urea are believed to be more effective by podiatrists and diabetologists

Consensus achieved

232 responses
10 recommendations

“ People with diabetes and either peripheral neuropathy or peripheral arterial disease **should have a daily application of urea-based emollient, initiated as early as possible** ”

Implementation plan



4 Discuss your challenge with us

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