

Shape Medical Society Guidelines

1 **The opportunity:**
create evidence and recommendations that can support changes to clinical or non-clinical policy to unblock growth potential

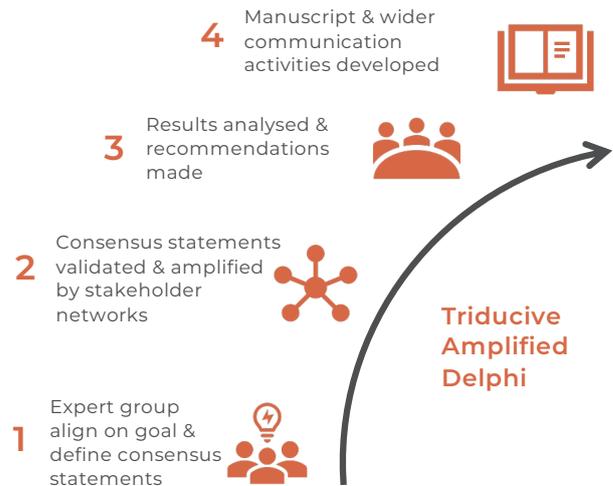
Marketing & Market Access	Policy & Communications	Medical	Health Economics & Outcomes Research
Strengthen the value proposition	Lobby for policy change	Close evidence gaps	Support HTA submissions
Encourage pathway / health system change	Educate the market & build advocacy	Shape medical society guidelines	

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**
practical recommendations to re-shape guidelines for the management of women requesting emergency contraception (EC)



Problem

Existing UK Faculty of Sexual and Reproductive Healthcare (FSRH) guidance on EC was found by some practitioners difficult to interpret and apply in clinical practice

The EC pill was positioned as a later option despite belief it should be more available

Consensus achieved

163 responses

7 recommendations

“ There is widespread support among health professionals for **the role of the emergency contraceptive pill** in the prevention of unintended pregnancy ”

Implementation plan



4 **Discuss your challenge with us**

Tim Warren
+44 (0)7947 130 425

Nick Williams
+44 (0)7590 042 598

info@triducive.com

triducive.com