A sample of some questions to gather strategic insights at an advisory board meeting. These can help in improving product positioning and also prepare a launch plan for a new product

(For existing product)
Sample qts related to disease area 'X' in which a pharma company has a product 'ABC'

01 What first-line options do you usually use for treating disease X?

02 On what basis do you decide the different first-line drugs to use when treating a patient with disease X?

03 What is your experience about the safety, efficacy, patient compliance of the different first-line treatments?

04 How would the treatment choice in first-line impact subsequent second-line treatment selection?

05 What proportion of patients with disease X in your practice require second-line therapy?

06 Usually, how much is the duration between initiating first and second-line therapy?

07 Which patient profile shows the maximum benefit from drug ABC in the treatment of disease X in your practice?

08 In which patient profiles do you think drug ABC does not show optimal outcomes?

09 In your practice, do you usually use drug ABC as monotherapy or combination therapy?

10 To what extent does the patient profile in your real-world practice match those in the guidelines for the different drugs recommended?

11 What proportion of patients with disease X in your practice require second-line therapy?

12 Usually, how much is the duration between initiating first and second-line therapy?

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13 When using drug ABC as second-line do you use it as add-on or switch therapy?

16 What proportion of your patients comply with follow-up advice?

14 What frequency of follow-up do you advice patients with disease X?

17 Do you have any mechanism in place to remind patients for follow-up? How effective do you find it to be?

15 What investigations do you advice at follow-up?

18 What do you think are the current gaps in the diagnosis and treatment of disease X?

Based on recent evidence, what change in practice patterns related to the diagnosis and treatment of disease X do you foresee and over how much period of time?

What challenges do you face in the treatment of patients with disease X and how can we as an organization collaborate with you to address some of these challenges?

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(For a new product launch)
Sample qts for upcoming new drug 'Y', to be launched in a few months

What are your views on the efficacy data of drug Y?

Do you think the data does not answer some questions that you might have? What are those?

What are your views on the safety data of drug Y? What major safety concerns do you see?

In the current therapy of this disease, where do you think product Y will be best suited?

At what stage in the disease/which patient profiles would you first use the drug Y based on this data?

Would you be comfortable using drug Y in our patients considering that pivotal trials did not include patients from our country?
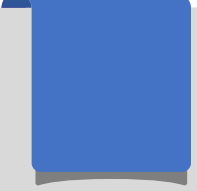
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(For a new product launch)
Sample qts for upcoming new device 'Y' planned for evaluation

This is a prototype of the product Y we are evaluating. What benefits and drawbacks do you think it has compared to existing products?

What could be the benefits of the specific features. for you as a user?

Since this is only a prototype, how do you think this product can be improved further?

Do you think this product has the potential tobring about a change in practice ?

At what price point is a product with these features likely to be accepted in the market?