

Managing the Expert Journey Across Medical and Commercial

This fact sheet is intended for Medical and Commercial leaders responsible for defining how expert engagement operates across strategy, execution, and scale.

The Expert Suite enables organizations to manage expert engagement as a connected capability across Medical and Commercial teams. It preserves expert context over time while maintaining clear ownership between scientific exchange and scaled execution.

The challenge

Most organizations are already engaging experts across Medical and Commercial activities. However, these efforts are often fragmented across teams, stages, and tools. As a result:

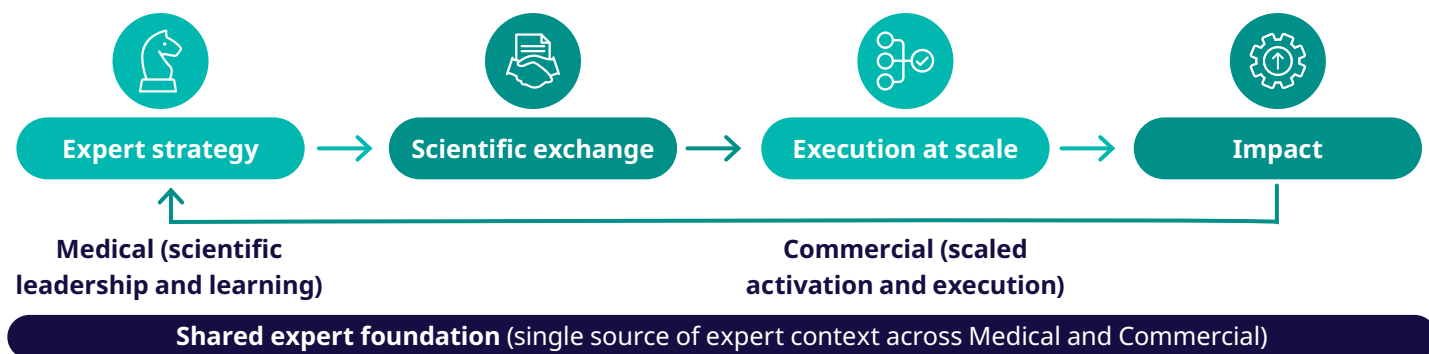


what's missing is not activity, but continuity.

The Expert Suite approach

The Expert Suite supports a connected operating model in which Medical and Commercial teams work from a **shared expert foundation**, while retaining clear ownership of their respective roles. Rather than managing expert data, engagement, events, and insights as separate processes, the Expert Suite preserves expert identity, history, and learning across the full engagement journey. This ensures expert context is preserved as strategy, execution, and ownership evolve.




The suite can integrate with existing client systems or be adopted end to end to reduce fragmentation and rework.



A connected expert journey with preserved context across Medical and Commercial.

How Medical and Commercial teams work together

Medical and Commercial teams collaboratively define strategy, with Medical leading scientific intent and learning, and Commercial driving scaled execution. A shared expert foundation ensures continuity.

 ENGAGEMENT FOCUS	 MEDICAL OWNERSHIP	 COMMERCIAL OWNERSHIP	 WHAT PERSISTS
Expert identification and role definition	Define expert strategy, relevance, and scientific role	Use validated expert strategy for planning	Expert identity and role
Scientific exchange and relationship building	Conduct compliant scientific exchange and capture insights	Apply learning to inform execution	Engagement history and sentiment
Congresses and advisory boards	Define objectives and learning priorities	Coordinate logistics and execution	Meeting outcomes and insights
Speaker programs and events	Provide scientific context and positioning	Execute speaker programs at scale	Expert eligibility and audit trail
Insight synthesis and decision support	Translate engagement into learning	Align execution to validated insights	Longitudinal reporting and trends



How the Expert Suite supports the expert journey

- Expert Ecosystem establishes who an expert is, why they matter, and how they should be engaged
- Expert Engagement captures scientific exchange, questions, and sentiment at the individual expert level
- Expert Events activates the same experts at scale through speaker programs and events
- Medical Impact synthesizes expert-level learning over time to support leadership decisions

Each module builds on the last, ensuring expert relationships evolve rather than restart.



Why organizations choose the Expert Suite

- A single expert foundation prevents duplication and conflicting expert views
- Expert context persists across Medical and Commercial engagement
- Clear ownership is maintained without handoff friction
- Flexible adoption supports integration or a unified end-to-end model

The Expert Suite enables expert engagement to operate as a connected, scalable operating model rather than a series of disconnected activities.

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