

How Triducive Help Shape Market Opportunities

Triducive is a specialist healthcare communications consultancy who design and deliver evidence-led campaigns to close data gaps, mobilise advocacy & drive change. Here are recent examples across the 3 key areas of opportunity for pharmaceutical and medtech businesses where partnering with Triducive has made significant impact for clients :

Establishing unmet need

Established wide expert support for lower **national treatment thresholds** for a chronic disease where new treatments have greater potency

Impact:

- ✓ Enabled a powerful lobbying position for updated NICE treatment guidelines



Optimising patient management approaches

Re-defined the pathway and set **new performance standards** for treatment of a severe respiratory disease

Impact:

- ✓ AAC and APPG now support to deliver faster identification of patients in primary care for diagnosis and appropriate initiation of advanced treatments



Supporting new policy

Closed gaps in the regulatory and HTA file for a highly specialised treatment for an orphan disease **pre-registration**

Impact:

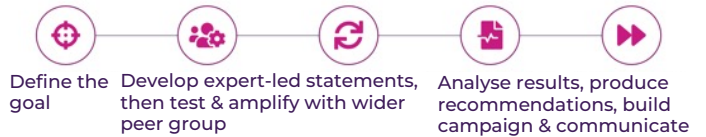
- ✓ Provided evidence (that was impractical to collect via other means) to support HTA application



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Proven Approach

The Delphi method is a **well established, systematic and iterative communication approach** that seeks to aggregate opinions from diverse experts to generate clarity and support based on this collective wisdom.¹



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Rapid

Outputs can be delivered in <6 months

Credible

Provides Level 4 evidence¹ when published

Campaignable

Recommendations & messages capable of being cited in promotional, PR, educational and published material

Expert steering group engaged & equipped to support wider advocacy activity

1. Cox, R. (2005). Evidence-Based Practice in Provision of Amplification. JAAA 16(7):419-435.

Valued By Clients

“Triducive have a real talent for simplifying complex challenges & developing clear communication messages that resonate with the audience”

Executive Medical Director, Global Pharma

“Payers no longer have any reason to say ‘no’”

Business Unit Lead, EU Pharma

“I can highly recommend Triducive”

Franchise Lead, UK Pharma



“We've got a fantastic publication that will transform the quality of care in the UK”

Dr David Jackson
Consultant Respiratory Physician,
London

If you would like to know how we can help you get the change required, please contact:



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