

Blinded Insights Board: Advisory Board Engagement Meets Market Research Rigor

*Zachary Moore, PhD
Sr. Director, Medical Content
Cadence Communications & Research | Cadencecrr.com
2025*



The Challenge: Getting Real, Actionable Insights from Advisory Boards

Traditional advisory boards can be valuable, but they often suffer from a major limitation: discussions remain high-level, diplomatic, and, at times, evasive. When faced with critical strategic questions, companies frequently walk away with vague responses instead of precise, quantifiable insights.

The *Blinded Insights Board* solves this problem. Designed as an advisory board that functions like a blinded market research study, this innovative approach blends the best of both worlds—creating an environment where healthcare professionals (HCPs) can engage freely, ensuring structured, research-driven responses that answer key strategic questions.

What Makes the Blinded Insights Board Different?

- **Blinding Reduces Bias** – Without a manufacturer in the room, HCPs can answer questions from a truly objective point of view and speak freely among their peers.
- **You Get Straight Answers** – HCPs provide concrete, quantifiable insights, not just broad opinions or general observations.
- **Combines Market Research Rigor with an Advisory Board Format** – While it looks and feels like a traditional ad board, the process is built on market research best practices, ensuring sharper analysis and decision-making.
- **Fosters Open, Peer-Based Dialogue** – Physicians feel more comfortable sharing honest insights, reacting to each other's perspectives, and debating real-world clinical decision-making.
- **Takes a Structured, Analytical Approach** – Instead of open-ended discussions, the Blinded Insights Board follows a guided methodology that ensures every critical question is addressed.



How It Works

The *Blinded Insights Board* is designed to maximize engagement and extract precise, strategic insights by combining market research best practices with the familiar advisory board format. Here's how:

1. Structured Discussion, Open Dialogue

- Participants engage in a moderated discussion that follows a structured flow, ensuring that all critical research objectives are met while maintaining the organic, peer-driven interaction of an advisory board.
- The moderator—typically an MD or PhD—guides the conversation, probing for clear, direct responses rather than vague or diplomatic answers.

2. Review of Stimuli & Data

- Participants evaluate targeted stimuli, such as product profiles, clinical trial data, patient case scenarios, and messaging concepts.
- Unlike traditional advisory boards, where opinions can remain anecdotal, this structured approach encourages reaction-based insights that reveal the true drivers of decision-making.

3. Iterative Exploration of Key Questions

- As the discussion progresses, physicians are presented with modified patient scenarios or new clinical information, allowing researchers to identify the precise tipping points where treatment decisions shift.
- This step mirrors real-world clinical decision-making, providing actionable insights that go beyond hypothetical assumptions.

4. Qualitative + Quantitative Approach

- The Blinded Insights Board goes beyond traditional qualitative feedback by incorporating structured, quantifiable elements—such as ranking treatment preferences or rating the impact of specific clinical data.
- This hybrid methodology allows for pattern recognition across multiple boards and enables sharper, data-driven analysis.



Why it Works

The *Blinded Insights Board* solves a fundamental problem in traditional advisory boards—physicians often provide high-level, indirect answers rather than clear, decisive insights. By structuring the discussion like a market research study while maintaining the collaborative, interactive feel of an advisory board, this approach ensures that:

- Key strategic questions are fully addressed.
- Physicians engage more candidly, providing actionable, real-world insights.
- Market research rigor is applied, producing more structured and reliable data.

Why It Matters

The *Blinded Insights Board* delivers more precise, strategic insights that can shape critical decisions for pharmaceutical companies:

- Deeper Market Understanding – Provides a clearer picture of prescribing behavior, beyond the usual anecdotal feedback.
- Stronger Commercial & Medical Strategy – Helps teams refine positioning, messaging, and launch strategies with confidence.
- Regulatory & Compliance Advantages – Structured as market research, not traditional ad boards, reducing compliance hurdles and physician compensation challenges.
- Better Engagement & Participation – Physicians find the discussions more engaging and more relevant to real-world decision-making, leading to richer, more candid responses.





Let's Talk

At Cadence Communications & Research, we understand that *getting real answers* from physicians is critical to making informed, strategic decisions. The *Blinded Insights Board* ensures that you don't just hear opinions—you get clear, structured, and actionable insights to guide your next steps.

Contact:

Zachary Moore, PhD

Sr. Director, Medical Content

Cadence Communications & Research

zmoore@cadenceresearch.com

www.cadencecr.com

About the Author

Zachary Moore, PhD



Zachary Moore brings nearly 20 years of expertise to Cadence. He combines scientific rigor with strategic innovation to support pharmaceutical, biotech, and diagnostic companies. Since joining Cadence's Medical Communications team under Susanne Blassingille in 2011, he has been pivotal in advancing client strategies, most notably in building Cadence's KOL Center of Excellence. In this capacity, Zachary helps clients identify and engage the right Key Opinion Leaders (KOLs) to gather critical insights, ensuring optimal product development and successful launches.

Zachary has also collaborated with the Market Research team at Cadence to pioneer the **Innovative Hybrid Methodology**, which provides unique approaches for gathering actionable insights from physicians. His comprehensive skill set includes creating scientifically accurate and visually compelling content, fostering relationships with healthcare professionals, and delivering pre- and post-engagement analytics.

Zachary earned a B.S. in Biology and a Ph.D. in Pathobiology and Molecular Medicine from the University of Cincinnati College of Medicine. Before joining the medical communication industry, he held a postdoctoral fellowship at the University of Texas Southwestern Medical Center. His expertise in science, strategy, and communication makes him an invaluable partner in optimizing pharmaceutical development and market success.



About Cadence Communications & Research

Cadence Communications & Research is a marketing research and medical communications firm specializing in the pharmaceutical industry. Based in Westlake Village, California, we help clients make better decisions in bringing drugs to market by providing strategic insights, clear messaging, and expert storytelling. While we don't conduct scientific research directly, we ensure complex medical information is accessible and impactful for key stakeholders. Our approach is rooted in clarity, rhythm, and effortless flow—just like the name **Cadence** suggests.

