

# CASE STUDY

## Improving the treatment care of patients with Multiple Myeloma through regular digital connection between International, National Experts and haematologists in Europe

### Overview

Although multiple myeloma (MM) remains an incurable disease, the advent of novel treatment paradigms has improved survival outcomes in the past two decades. Approximately one half of the patient-population in multiple myeloma (MM) is > 70 years at diagnosis. Despite notable strides in the management and improved survival, MM remains incurable, with an increasing proportion of elderly patients comprising the relapsed-refractory cohort.

### Challenge

There is a substantial proportion of patients would be ineligible to participate in a trial-based setting using common RCT eligibility criteria. These group of patients have more comorbidities and advanced-stage disease and lower OS rates. In real-world settings hematologist is facing the challenges not usually covered by RCTs. Considering frequent travels among the doctors and ethical issue with the patient care while HCPs are out of the clinic, the digital solution for the regular discussions and exchange of the opinion is preferred.

### Approach

The necessity to find the secured and compliant way for the digital connection for the long-run project. The digital solution should combine the possibility to collect insight running the discussion among KOLs with open questions, collecting quantitative information through polls, review the Scientific publication with comments from HCPs, run Video Call where the speaker could have Live discussion regarding the data. MphaR Virtual Advisory Board Platform was chosen to run this event in digital format.

### What influenced the decision?



Secure legal and Compliance Regulations



Possibility to run polls/survey



Combination of Discussion Forum with Video Call



Possibility for experts to work simultaneously on Publication and provide their comments



### Results

- ▶ **300%**  
less the cost of organizing such event
- ▶ **200%**  
higher level of insights received from KOLs
- ▶ **100%**  
of the participants were kept involved into the discussion within 1 year of the project
- ▶ **91%**  
Net Promoter Score to use the platform

### Conclusion

MphaR Virtual Advisory Board Platform represents the reliable, compliant and effective solution to run different scientific event in digital format.