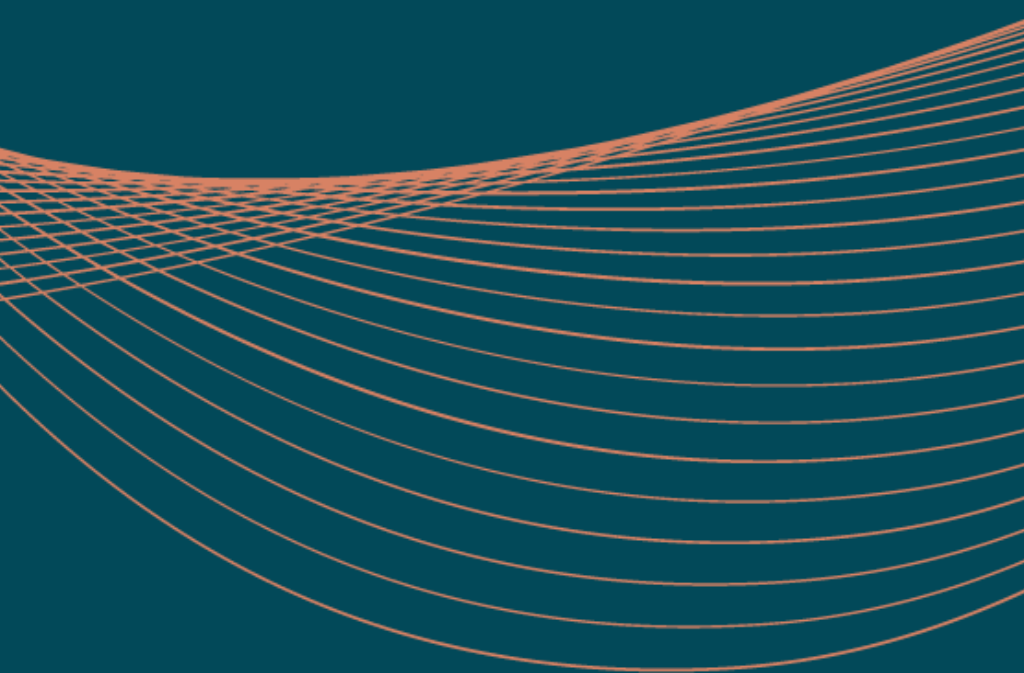




EXPERT CONSENSUS PANEL
WHITEPAPER SERIES

SIX-PHASE FRAMEWORK FOR EXCELLENCE



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A photograph showing a close-up of a meeting table. In the foreground, a black gooseneck microphone is positioned on the left. The table is covered with several stacks of papers, some with handwritten notes. A person's hands are visible, one resting on a smartphone. In the background, a person in a teal blazer and another in a dark suit with a red tie are seated at the table. The overall scene suggests a professional conference or meeting.

OVERVIEW

Expert Consensus Panels address strategic clinical objectives for Medical Affairs teams, resulting in a peer-reviewed publication authored by top KOLs. The manuscript and its derivatives serve as proactive tools for engagement across medical and field-based channels.

Realizing the full value requires methodological rigor at every stage of the process. This white paper presents a six-step framework: Assemble the Expert Panel, Develop the Discussion Guide, Facilitate the Consensus Meeting, Create the Consensus Report & Video Assets, Navigate Peer Review & Publication, and Amplify for Engagement. Each step includes best practices and key questions for quality assurance to ensure execution of publication-ready consensus initiatives.

1. ASSEMBLE THE EXPERT PANEL

Endpoint Approach

In partnership with your Medical Affairs team, we recruit a panel of 5–8 top-tier KOLs based on therapeutic expertise, publication history, and clinical practice diversity.

Best Practices

- **Define clear scientific objectives:** Review treatment guidelines, recent publications, and medical information inquiries to identify knowledge gaps. Frame objectives as specific clinical questions the panel will address.
- **Develop comprehensive selection criteria:** Balance academic standing (publications, guideline participation) with active clinical practice. Seek geographic and practice-setting diversity. Identify alternate KOLs.
- **Engage a credible chairperson early:** Select a chair with recognized authority and facilitation skills who can shape strategic direction.
- **Structure compliant engagement:** Document fair market value compensation methodology and ensure consistency across all panelists.

Key Questions to Consider

- Do our scientific objectives address verified unmet educational needs, or are we working backward from desired messages?
- Does our panel composition reflect genuine diversity in perspectives, geography, and practice settings, or primarily existing sponsor relationships?
- Will our expert selection withstand scrutiny from peer reviewers and support authentic consensus development?



2: DEVELOP THE DISCUSSION GUIDE



Endpoint Approach

Partnering with the appointed chairperson, we craft a focused discussion guide to structure the meeting while prompting rich expert insight.

Best Practices

- **Collaborate closely with the chair:** Leverage the chairperson's clinical expertise and understanding of current practice gaps to identify the most pressing questions for discussion.
- **Structure for depth, not breadth:** Prioritize fewer topics explored thoroughly over many topics addressed superficially. Allocate 20–30 minutes minimum per substantive clinical question.
- **Progress from foundation to application:** Begin with evidence review and mechanism context, then advance to implementation-focused questions that leverage real-world experience.

Key Questions to Consider

- Does our discussion guide reflect genuine clinical knowledge gaps instead of topics reverse-engineered from desired conclusions?
- Have we allocated realistic time for meaningful exploration, or are we cramming too many questions into limited meeting time?

3: FACILITATE THE CONSENSUS MEETING



Endpoint Approach

We facilitate a focused, chair-led session (virtual or in-person) designed to uncover key clinical insights, identify practice-based alignment among the experts, and shape the foundation for the final publication.

Best Practices

- **Support effective chair leadership:** Brief the chair on facilitation objectives and discussion flow. Provide real-time support to keep discussions on track while allowing productive tangents.
- **Ensure all voices contribute:** Deploy facilitation techniques that draw out quieter participants and prevent dominant voices from overshadowing equally qualified colleagues.
- **Build authentic consensus:** Use structured techniques to identify genuine agreement while acknowledging areas where legitimate clinical disagreement exists.

Key Questions to Consider

- Will our facilitation approach ensure all panelists contribute substantively, or risk allowing one or two voices to dominate?
- Is our documentation quality sufficient to support accurate quotation and verification during manuscript development?
- Are we prepared to capture authentic expert perspectives—including areas of disagreement?

4: CREATE THE CONSENSUS REPORT & VIDEO ASSETS

Endpoint Approach

Our medical writing team translates KOL panel insights into a high-quality, evidence-based manuscript that reflects expert consensus and meets rigorous publication standards. This is complemented by video assets that distill the core scientific conclusions into concise, clinician-friendly formats which extend the reach and accessibility of the published guidance.

Best Practices

- **Engage specialized medical writers:** Assign writers with demonstrated therapeutic area expertise who can accurately interpret clinical discussions and translate expert perspectives into publication-ready manuscripts.
- **Balance evidence with expert perspective:** Integrate published clinical evidence with practical wisdom from the panel. Clearly distinguish evidence-based conclusions from experience-informed recommendations.
- **Create complementary visual content:** Develop infographics and mechanism visualizations or animations that extend manuscript reach. Subject all visual assets to expert review for content accuracy.

Key Questions to Consider

- Does our manuscript authentically reflect documented panel discussions—or have preferred messages shaped the narrative beyond what experts actually endorsed?
- Do our video assets accurately represent nuanced consensus positions, or have we oversimplified in ways that misrepresent expert intent?



5: NAVIGATE PEER REVIEW & PUBLICATION



Endpoint Approach

We handle the entire process—from submission to final publication—ensuring the manuscript meets the target journal's requirements and progresses smoothly through peer review and editorial workflows.

Best Practices

- **Conduct strategic journal selection:** Evaluate therapeutic alignment, audience relevance, impact factor, and review timelines. Engage the chair in selection decisions and prepare contingency options.
- **Prepare publication-ready submissions:** Format manuscripts precisely to target journal specifications. Prepare all required documentation including author contributions, COI disclosures, and funding acknowledgments.
- **Maintain rigorous ethics compliance:** Accurately represent author contributions, disclose all conflicts, acknowledge funding transparently.

Key Questions to Consider

- Have we selected journals based on genuine editorial fit or are we targeting prestige without considering scope alignment?
- Are our responses to peer reviewers substantive and thorough, or superficial in ways that risk rejection upon resubmission?

6: AMPLIFY FOR ENGAGEMENT



Endpoint Approach

To extend the reach of the publication, we deploy a strategic audience generation plan driving HCPs to the open-access article. Comprehensive engagement metrics are captured and reported back to the sponsor.

Best Practices

- **Deploy targeted audience generation:** Execute strategic campaigns driving qualified HCPs to the publication through optimized digital channels and professional networks.
- **Leverage omnichannel distribution:** Leverage content for different platforms: social media, clinical education sites, and email campaigns. Engage MSAs as field ambassadors for consensus findings.
- **Enable expert amplification:** Support authors in sharing through their professional networks. Provide optimized assets including social graphics and key message summaries.

Key Questions to Consider

- Are we treating publication as the final product or launching sustained amplification campaigns that maximize reach and impact?
- Will our reporting demonstrate clear value to stakeholders and generate actionable insights for future consensus initiatives?

CONCLUSION

Four incandescent light bulbs are suspended from above by thin black cords. The background is a dark gradient. Two of the bulbs are illuminated, casting a warm yellow glow. The other two are unlit, showing the internal filament structure.

Expert Consensus Panels advance clinical knowledge when executed with rigor across all six steps. Each step builds upon previous phases: expert assembly ensures credibility; discussion guide development focuses inquiry; professional facilitation yields rich discourse; content development produces polished manuscripts and accessible video assets; strategic submission achieves publication; targeted amplification maximizes HCP reach.

Organizations mastering this methodology position themselves to advance therapeutic discourse and strengthen KOL relationships, which can ultimately improve outcomes for patients.




CONTACT US

Let's discuss how
Endpoint can support
your Expert Consensus
Panel



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