

CASE STUDY

SCIENTIFIC COMMUNICATIONS SUPPORT DURING UNCERTAIN TIMES

Med Communications' responsiveness and flexibility allowed for unwavering and consistent support of a client during uncertain times. The client was able to scale services as needed while attending to urgent risk management and other business matters.

Challenges

A small biopharma client needed development and review of scientific communications deliverables during a fast-paced product launch with sudden shifts in scale.

Solution

Med Communications provided highly skilled staff with broad experience capable of pivoting to keep up with the client's rapidly changing needs without impacting quality.

Impact

The client was empowered to establish a foundation of sustainability and success for the company's MI organization.

Background

Client: A small biopharmaceutical company needed support for the development and review of scientific communications deliverables during a product launch.

The launch phase of a product life cycle requires a fast-paced, dynamic environment involving multiple communications experts across different teams. These professionals work concurrently to execute countless deliverables over several months with targeted but fluid deadlines.

Challenge

With the expectation of FDA approval, pharmaceutical companies prepare for a flurry of activity leading up to PDUFA and throughout the product launch period. Significant amounts of time and money are invested in the development and review of scientific communications deliverables needed to support product launch. Despite all the preparation, many companies may receive a complete response letter from the FDA which often requires redirection of company strategy and rescaling of human capital.

Solution

To support the client effectively, Med Communications' Scientific Communications team played pivotal roles in all the required activities related to scientific advisory, development, and review of medical and scientific information. The team was also heavily engaged in project management and training processes that involved the implementation of medical information (MI) asset management platforms, as well as development of a standard response letter database, slide decks, and congress materials. Our Scientific



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Communications team's versatility, broad medical writing capabilities, and subject-matter expertise provided end-to-end support for MI content development activities. Med Communications provided a staff working model with teams of experts that allowed for proficiency, efficiency, and overall quality of MI deliverables.

As the client's needs evolved during the pre-launch phase, our Scientific Communications team made adjustments to ensure all the client's needs were met. After the client received a complete response letter from the FDA, Med Communications remained flexible, agile, and willing to pivot and scale to fit emerging needs. Our team continued to provide support even though the demand for MI assets substantially decreased in alignment with the client's revised company strategy.

Business Impact

Med Communications provides flexibility and adaptability, as was evident in the team's ability to rapidly pivot and scale while ensuring the delivery of high-quality MI content and services, despite unpredictable times. Our expertise in medical communications strategic consulting helped the client organize and optimize functional operations and overall MI management activities during the product launch period. Our client was empowered to establish a foundation of sustainability and success for the company's MI organization, even during uncertain times.

- **Team members quickly accommodated an increased project scale with no loss in quality.**
- **Med Communications' expertise helped the client optimize operations and lay the groundwork for future success and sustainability.**