

CASE STUDY

Team-based Dedicated Work Model Facilitates Delivery of High-Quality Content and Services

Med Communications' Scientific Communications staff applied a dedicated work model to provide seamless support for the MI initiatives of a large global pharmaceutical company.

Challenges

A top 10 pharmaceutical manufacturer needed support with a broad pipeline of existing and investigational products and evolving drug development activities across numerous therapeutic areas.

Solution

Med Communications provided a working model involving teams of experts with diverse backgrounds and extensive experience to support the complex needs of the client's projects.

Impact

The seamless integration of Med Communications' project teams within the client's MI organization led to the delivery of high-quality MI content and services.

Background

Client: Top 10 pharmaceutical manufacturer with high volume of medical and scientific content needs due to broad range of drug development activities and markets.

Using a dedicated work model, Med Communications' Scientific Communications staff consistently provided support in the creation and review of high-quality promotional, scientific, and medical information (MI) materials. This model ensured that this long-standing client was able to quickly adapt as needed and scale up or down to accommodate fluctuating demands. Team members were also instrumental in strategy discussions that led to establishment of medical communications processes and procedures across the company. This project is ongoing.

Challenge

Supporting the MI initiatives of a large global pharmaceutical company with a broad pipeline of existing and investigational products and evolving drug development activities across numerous therapeutic areas can be a daunting task. The company's large and active presence at congresses required that a wide variety of high-quality scientific and MI deliverables were consistently and readily available to meet their high standards, and they needed flexible and efficient support staff capable of handling complex scientific tasks together with dynamic project timelines and deadlines. Therefore, a work model involving teams of experts with diverse backgrounds and extensive experience was a critical need for the complexities involved in the client's scope of projects.

Solution

Med Communications provided a dedicated working model that allowed teams of experts to be exclusively assigned to specific therapeutic areas, thereby increasing proficiency, efficiency, and

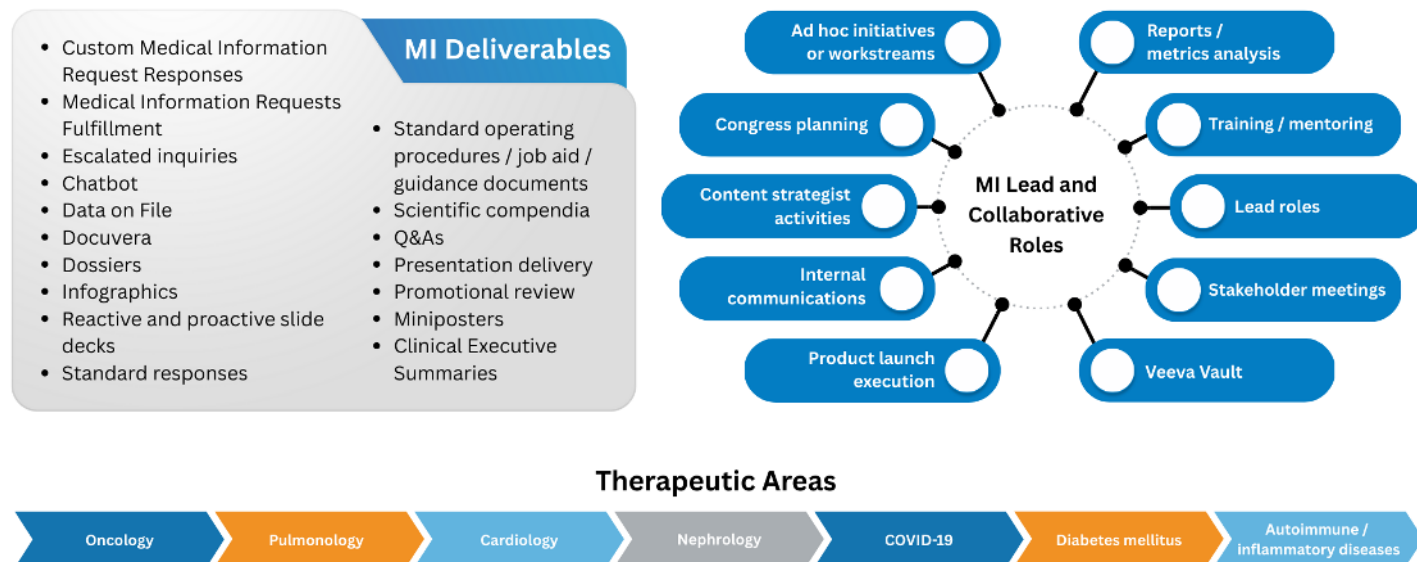


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overall quality of MI deliverables. These teams were engaged in the following high-quality MI deliverables, diverse therapeutic areas, and MI lead and collaborative roles:



To support the client effectively, team members played pivotal roles in all required activities related to scientific advisory, development, and review of medical and scientific information. They were also heavily engaged in project management and training processes that involved the implementation of MI asset management platforms and other innovative component authoring platforms. Their versatility, broad medical writing capabilities, and subject-matter expertise provided end-to-end support for MI content development activities. These activities included appropriate template identification, content identification and development, update, review, and approval.

In leveraging this model, Med Communications supported the creation of different types of high-quality medical content deliverables, which continue to enhance the client's end-to-end offerings and the overall impact of their MI assets. Team members were also responsible for cross-functional communications between the MI team, local markets/MSLs, and medical stakeholders regarding brand/therapeutic area resources, updates, and announcements.

Business Impact


Our teams' seamless integration within the client's MI organization led to the delivery of high-quality MI content and services that ensured numerous successful product launches, congresses, and scientific data releases. Our expertise in medical communications strategic consulting helped to optimize and improve the client's functional operations and overall MI management activities.

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- This model helped optimize and improve functional operations and overall MI management.

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