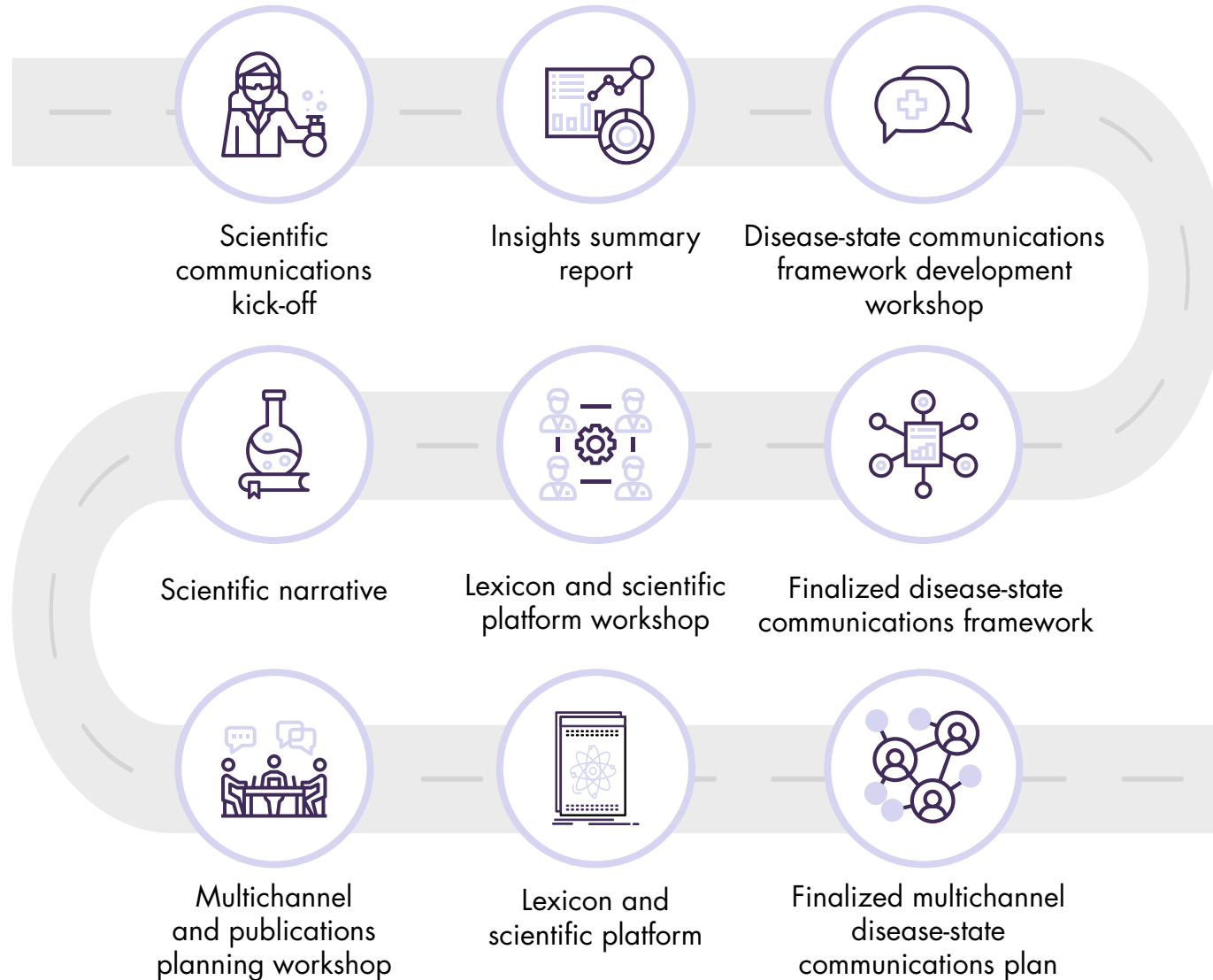


DEVELOPING DISEASE-STATE COMMUNICATIONS: ESTABLISHING A FRAMEWORK



CHALLENGE

Our biotech client had 5 key products in its pipeline, all new therapeutic areas for them. They needed to develop consistent messaging for external and internal communications for all its pipeline products

SOLUTION

Recognizing the client had no internal process for strategic communications and the new Medical Operations team needed to establish itself internally, roadmap a process that engaged all key internal stakeholders

OUTCOME

We developed the roadmap, implemented each phase for the pipeline products, and created a toolkit of all materials and instructions for future pipeline products to use