

USING INSIGHTS TO REIMAGINE AND INFORM COMMUNICATION PLANNING



COMMUNICATION PLAN VISION

OMNICHANNEL COMMUNICATION PLANNING

Framework to identify and disseminate scientific data to audiences seeking emerging scientific updates

PLANNING FRAMEWORK

I. DEFINE OBJECTIVES

Set priorities across cross-functional teams for medical plans



- Unmet need
- Situational/gap analyses – Caudex Insight Engine Platform
- Trial data and RWE
- Input from HCPs
- Medical narrative

II. EVOLVE WHAT IS SAID

Develop plan for content to optimally convey communication points



- Data visualization and interactivity
- Plain language
- Infographics
- Simplified patient visuals
- AI platform visuals
- Scientific platform

III. IDENTIFY KEY AUDIENCES

Prioritize audiences based on information needs and preferences



- KOLs
- Community physicians
- Digital opinion leaders
- Researchers
- Patients

IV. DECIDE HOW TO COMMUNICATE

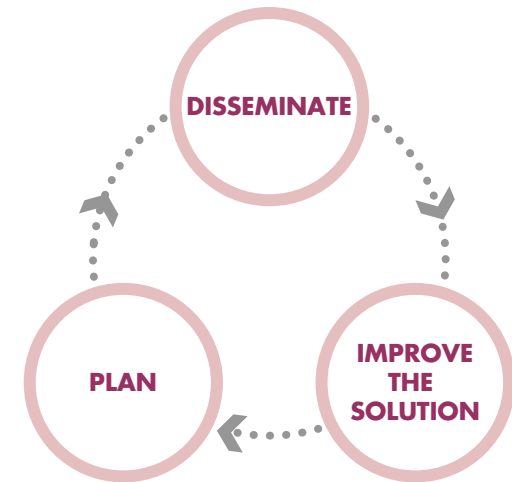
Select platforms and timing for omnichannel dissemination



- Manuscripts, congresses
- Plain-language summaries
- Video, audio
- Open platforms (Twitter, LinkedIn)
- Closed platforms (QxMD, TrendMD, Doximity, Sermo)
- Other (ASCO post, OnLive, etc)

BRING INSIGHTS TO ACTION

1. Define success metrics that support understanding of achievement



2. Use learnings to assess and refine roadmap for future development