

OUR THOUGHT LEADERSHIP IN MEDICAL COMMUNICATIONS

We are actively leading the conversation across a number of developing areas, with our positive contribution to industry bodies ISMPP, MAPS and HCA, and our original research. We are focused on:

- Patient communications and patient integration across Medical Affairs and Publications activities
- Metrics – measuring value, reach and impact – and how this can impact our strategies
- Education and advocacy – advancing education in the broader community
- Technology – use of new technologies such as AI to drive HCP engagement
- Data visualization to drive better and wider engagement with data
- Developing standards and best practices across our industry



The collage features several key documents and articles:

- Good Practice for Conference Abstracts and Presentations: GPCAP**: A research article published on June 05, 2019, by Elizabeth Weiss, Jackie Marchington, Miss Patel, Steve Barnes, Nina C. Kennard, and others.
- Collaboration and Authorship of High-Impact Randomized Clinical Trials**: An article by Jackie Marchington, Art Gerstel, and Cindy W. Hamilton.
- Standards & Guidance for External Education: Best Practices for Medical Affairs**: A document from MAPS.
- Mythbusting Medical Writing: Goodbye, Ghosts! Hello, Help!**: An article by Cindy W. Hamilton, Art Gerstel, Adam Jacobs, and others.
- Charlotte Mobeley's 'Bake Perfect' and 'Bake!'**: A promotional image for her books, with her name and title 'Group Head, Complete HealthVision' listed.
- IAN GREENWAY**: A promotional image for Ian Greenway, Director of Complete HealthVision.

ISMPP: International Society of Medical Publication Professionals; MAPS: Medical Affairs Professional Society; HCA: Healthcare Communications Association

