



**Caudex****Estimated Budget Ranges for Endpoint Health RFP Response**

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\*To be discussed and refined based on scope of work

Tactic	Low Range	High Range	Comments
<b>Disease Amazeness Campaign</b>			
- Insights analysis and unmet need identification	\$ 50,000.00	\$ 75,000.00	
- Develop HCP/patient awareness campaign to address the unmet needs	\$ 250,000.00	\$ 500,000.00	
<b>Scientific Platform &amp; Lexicon</b>			
- Scientific platform	\$ 100,000.00	\$ 200,000.00	
- Precision therapy narrative	\$ 25,000.00	\$ 35,000.00	
- Lexicon	\$ 15,000.00	\$ 25,000.00	
- Core slides	\$ 40,000.00	\$ 80,000.00	
<b>Expert Identification/Engagement</b>			
- Expert identification & mapping	\$ 30,000.00	\$ 200,000.00	
- Expert Engagement strategy	\$ 25,000.00	\$ 75,000.00	
- Steering committee engagement plan	\$ 25,000.00	\$ 50,000.00	
- Advisory board meeting (virtual)	\$ 50,000.00	\$ 80,000.00	
- Advisory board meeting (live, OOPs not included)	\$ 80,000.00	\$ 150,000.00	Out of pocket expenses are not included
- Steering Committee meeting (virtual)	\$ 50,000.00	\$ 80,000.00	
- Steering Committee meeting (live, OOPs not included)	\$ 80,000.00	\$ 150,000.00	Out of pocket expenses are not included
<b>Congress Activity and Standalone Meetings</b>			
- Congress & meeting engagement plans	\$ 25,000.00	\$ 50,000.00	
- Symposium	\$ 90,000.00	\$ 150,000.00	Out of pocket expenses are not included
- Product theater	\$ 90,000.00	\$ 150,000.00	Out of pocket expenses are not included
- Summit	\$ 175,000.00	\$ 300,000.00	Out of pocket expenses are not included
- Standalone meeting	\$ 100,000.00	\$ 200,000.00	Out of pocket expenses are not included
<b>Scientific Content Amazement Plan (Publications and Scientific Content)</b>			
- Evidence generation strategy	\$ 100,000.00	\$ 130,000.00	
- RWE study design	\$ 35,000.00	\$ 50,000.00	
- Publications plan development	\$ 25,000.00	\$ 50,000.00	
- Manuscript (full write to submission)	\$ 40,000.00	\$ 60,000.00	
- Narrative review manuscript (to	\$ 50,000.00	\$ 70,000.00	
- Abstracts	\$ 8,000.00	\$ 14,000.00	
- Encore abstracts	\$ 3,000.00		
- Posters	\$ 14,000.00	\$ 18,000.00	
- Encore posters	\$ 6,000.00		
- Oral presentations	\$ 15,000.00	\$ 25,000.00	
- Encore oral presentations	\$ 4,000.00		
- Compliance tracking (each)	\$ 500.00	\$ 1,000.00	
<i>Project and account management is not included in this pricing</i>			
<b>Precision Therapy Activators (MSLs) Resources</b>			
- Training platform	\$ 125,000.00	\$ 225,000.00	
- Training modules (each)	\$ 45,000.00	\$ 75,000.00	
- Q&A deck	\$ 20,000.00	\$ 40,000.00	
- FAQs	\$ 10,000.00	\$ 20,000.00	
- Objection handlers	\$ 15,000.00	\$ 25,000.00	
<b>Digital and Pre-promotional</b>			
- UNITE	\$ 1,500,000.00	\$ 3,000,000.00	Web based portal for personalized HCP experiences with key content developed and managed over time
- HCP education portal	\$ 125,000.00	\$ 225,000.00	plus content

## Caudex

### Rate Card for Endpoint Health

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<b>Role</b>	<b>Rate USD \$</b>
Account Co-ordinator	160
Account Co-ordinator - Senior	170
Account Director	250
Account Director - Senior	275
Account Executive	175
Account Executive - Associate	170
Account Manager	210
Account Manager - Senior	225
Administration	145
Client Service Director	300
Editor	210
Editor - Senior/Principal	220
Editorial Co-ordinator	160
Editorial Co-ordinator - Senior	170
Information Officer	175
Medical Director	310
Medical Writing Consultant	300
Multichannel Strategy Director	300
Project Co-ordinator	160
Project Co-ordinator - Senior	170
Scientific Director	275
Scientific Director - Senior	335
Scientific Team Leader	265
Senior Managers/Directors	375
Studio - Creative Director	240
Studio - Creative time	175
Studio - Digital Animation/Motion Graphic Artist	185
Studio - Digital Director	250
Studio - Digital Interactive Development	195
Studio - Digital Production Manager	170
Studio - Digital Website Content Manager	170
Studio - E-Learning	175
Studio - Presentations Manager	180
Studio - Presentations Support	165
Studio - Production Layout	160
Studio - Senior Digital Design	185
Studio - Senior Presentations Support	175
Writer	210
Writer - Senior/Principal	250