

Addressing Educational Needs and Increasing Data Dissemination

Emerging data rollout



CLIENT OBJECTIVE

Increase product awareness and publication opportunities while ensuring best practices

A life science company was preparing to release new clinical research data. They required a strategic partner with medical publication expertise specifically in the oncology market to develop their publication strategy, build a tactical plan, and educate their medical affairs team in Good Publication Practice (GPP) guidelines and industry best practices.



OUR APPROACH

Build and implement a solid strategic plan for effective publications delivery

Aptitude Health developed a comprehensive publication strategy to differentiate the client's products in the oncology market. This included competitive and gap analyses to identify publication opportunities. Recommendations for appropriate congresses and journals were also provided.

Our team of medical publication experts created a tactical publication plan, managed the execution, and provided ongoing support for

- > Digital abstracts, primary- and secondary-analysis manuscripts mapped to needs analysis
- > Encore publications for audiences beyond oncologists
- > Health economics outcomes research (HEOR) and value message publications
- > Investigator-sponsored study publication tracking, planning, and support

We developed tailor-made standard operating procedures to ensure the internal staff was aware of the latest GPP guidance and best industry practices in publication planning and that all publications meet appropriate scientific, ethical, and legal standards.

Lastly, we developed a 24-month plan to support a credible company presence and strategic interactions with experts at major oncology congresses. This included tangible and diverse digital tactics designed to maximize physician communication and engagement.



RESULTS ACHIEVED

Timely execution of the comprehensive publication plan propelled data dissemination

Aptitude Health provided a publication strategy, tactical plan, and educational program, to give the client a clear path forward for data dissemination and publication planning. The client increased their understanding of best practices, streamlined internal processes, and ensured continuous GPP compliance.

By comparing the pre- and post-activity evaluations, the client reported that within 2 years of the tactical plan rollout with our executional support, their congress data-dissemination increased 9-fold and the number of published manuscripts grew 6-fold.

Before Partnering With
Aptitude Health

3 accepted abstracts
2 published manuscripts

After Partnering With
Aptitude Health/Year 1

13 accepted abstracts
5 published manuscripts
(4 in first journal choice)

After Partnering With
Aptitude Health/Year 2

15 accepted abstracts
7 published manuscripts
(5 in first journal choice)