

Medical Communications Case Study

Improved Product Knowledge and Acceptance Through Stakeholder Engagement

Novel therapy launch preparedness



CLIENT OBJECTIVE

Educate internal team and engage health care professionals in clinical discussions to gauge the impact of their therapeutic innovation

A biotech company was rapidly moving into phase III clinical development with a novel immunotherapy. They were planning to launch a new product-awareness campaign. They needed a medical communications partner to help address their primary challenges.

- > Limited staff to develop scientific content
- > Lack of established relationships with key opinion leaders
- > Insufficient plan for educating internal team and engaging with external stakeholders

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OUR APPROACH

Engaging the right audience with the right information increased market acceptance of the immunotherapy product

The combination of scientific content, training programs, and advisory services effectively increased the client's presence in the market while streamlining their medical communications

governance. In fact, the multichannel projects that the client executed significantly increased over 3 years, and they expanded their network of key experts by 75%.



RESULTS ACHIEVED

Using information from the insights reports, our client was able to build successful business strategies

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Year 1

1 HOLI training
2 advisory boards

Year 2

2 HOLI trainings
3 advisory boards
4 virtual exhibits

Year 3

2 HOLI trainings
5 advisory boards
4 virtual exhibits
2 satellite symposia