

**Your Scientific Communication Platform Has
Been Built. So Now What?**



Today's Presenters



Dheepa Chari
Senior Director
Global Medical Communications
Pfizer Oncology



Monicca Shanthanelson
Director
Scientific Services
MedThink SciCom

Does your organization use scientific communication platforms (SCPs) to build Medical Affairs strategy?

ARS

 **MPS2018**
Annual Meeting

1. Yes
2. No

What level of experience do you have in developing an SCP?

ARS

MAPS2018
Annual Meeting

1. I have led development of an SCP
2. I have participated in the development of an SCP
3. I have not participated in the development of an SCP

Which components of the SCP do you find most useful?

ARS

MAPS2018
Annual Meeting

1. Portfolio/Product strategy
2. Elevator story
3. Scientific statements
4. References
5. Key lexicon

What is your primary goal for this workshop?

ARS

MAPS2018
Annual Meeting

To get ideas about

1. Building a new SCP
2. Further improving my existing SCP
3. Increasing adoption of my existing SCP
4. Keeping my SCP relevant and visible
5. Training and onboarding teammates

Learning Objectives



Discuss the critical role stakeholder involvement plays in ensuring SCP adoption

Define ways to ensure continued relevance of content in your living SCP

Describe ways to ensure your SCP's consistent usability

Determine best practices for training key stakeholders

Agenda



Session	Goals	Time (min)
Introduction	<ul style="list-style-type: none">• Individual workshop goals• Learning objectives• General assumptions for SCP 1.0	10
Encouraging adoption	<ul style="list-style-type: none">• Objectives• Stakeholder involvement• Leadership buy-in	25
Maintaining relevance and usability	<ul style="list-style-type: none">• Companion materials• Tailored format• Triggering updates	25
Training	<ul style="list-style-type: none">• Materials for rollout• Process for rollout and training current team members• Onboarding new employees and agency partners	25
Conclusion	<ul style="list-style-type: none">• Key takeaways	5

Format for the 3 Subsections



Facilitator setup

5 minutes



Group discussions

10 minutes



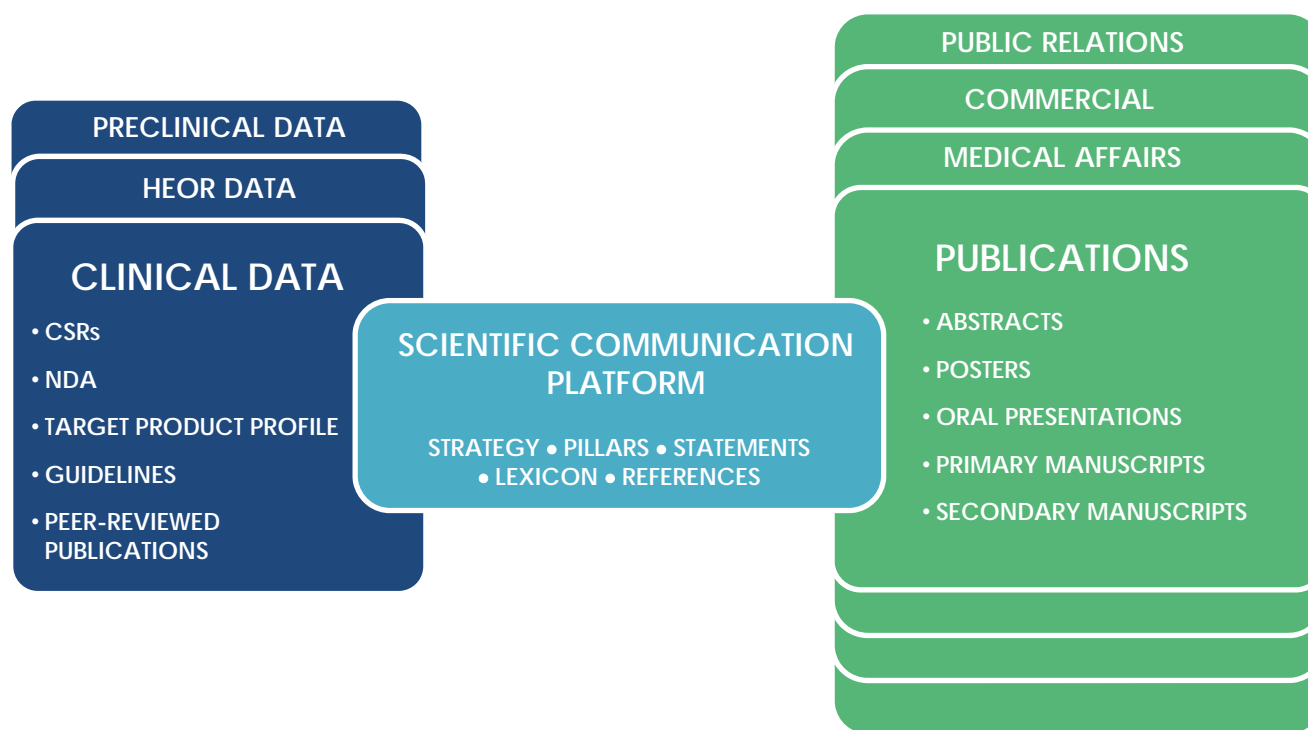
Report back

6 minutes
(2 minutes per group)

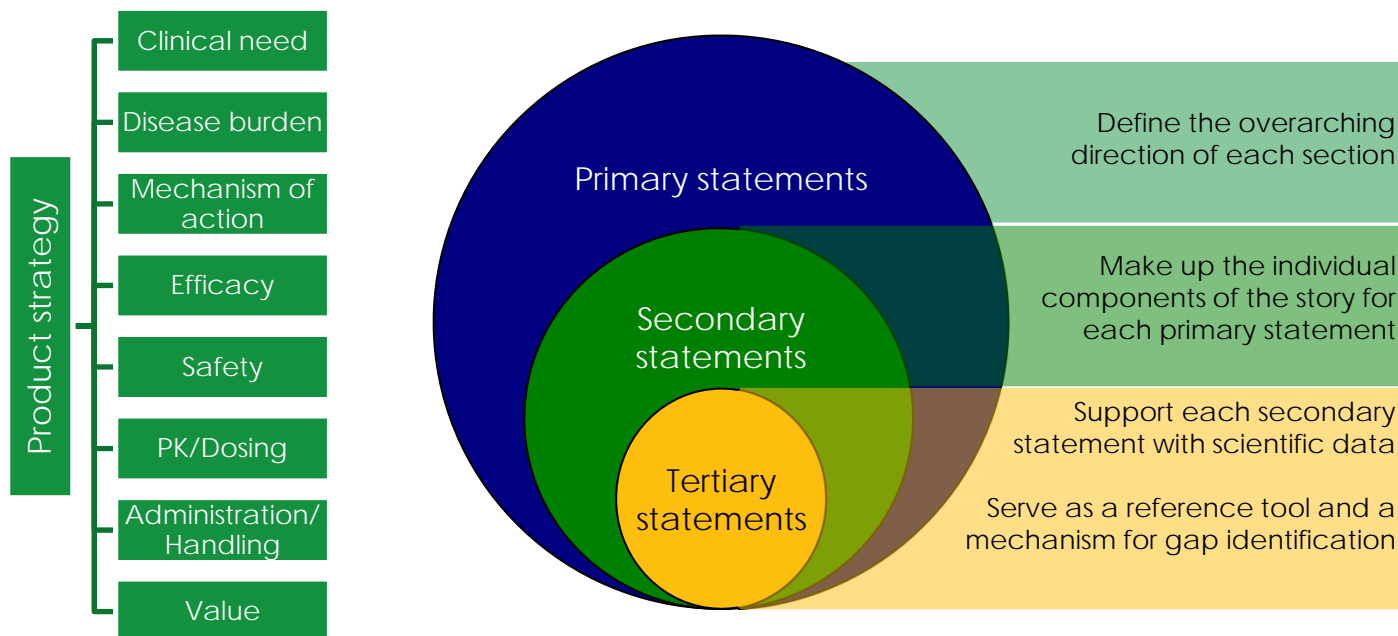
5 minutes general discussion

General Assumptions and Best Practices for SCP 1.0

SCP Accurately Translates the Science for a Variety of Communication Materials



SCP Structure



Best Practices Suggest Importance of Multistep Process



Immersing



- Scientific data
- Medical Affairs plans
- Resource audit
- Market research
- Expert/Internal interviews

Structuring



- Clinical need
- Attribute map
- Mind-set shifts
- Franchise statements
- SCP hierarchy

Aligning



- Workshop with stakeholders
- Primary and secondary statements

Supporting



- Supporting tertiary statements
- References

Summarizing



- Lexicon
- Elevator story

Vetting



- Expert feedback
- Finalize SCP

SCPs Deliver 3 Primary Benefits



Foundation

Ensures content is well supported and grounded in scientific literature



Alignment

Provides internal alignment on core communication approach



Efficiency

Assists in prioritization and improves efficiency upon implementation

Multiple Avenues to Assess Uptake and Utilization of SCP



Usage metrics

- Boilerplate description of product included in abstracts
- Press releases use key language or concepts



Gap analyses

- Consistency of statements used in publications or educational materials
- Quality of supporting evidence



Web metrics

- Pages visited
- Articles downloaded
- Keywords searched

Your Scientific Communication Platform Has Been Built. So Now What?

- Encouraging adoption
- Maintaining relevance and usability
- Training

Key Stakeholders Who Benefit From SCPs



SCPs Can Serve Many Purposes



	Pubs	Clinical	HEOR	MSL	Med Info
Relevant and consistent lexicon	✓	✓	✓	✓	✓
Discussion topics for medical experts	✓	✓	✓	✓	✓
Comprehensive reference repository	✓	✓	✓	✓	✓
Onboarding resource	✓	✓	✓	✓	✓
Prioritizes communication activities	✓			✓	
Prioritizes research efforts		✓	✓		
Identifies data gaps	✓	✓	✓		
Response letter content					✓

Leadership Buy-In



WHO

- Who are the leadership stakeholders in small, medium, and large pharma companies most relevant to the SCP?

WHEN

- When should leadership stakeholders be approached in the SCP development and rollout process?

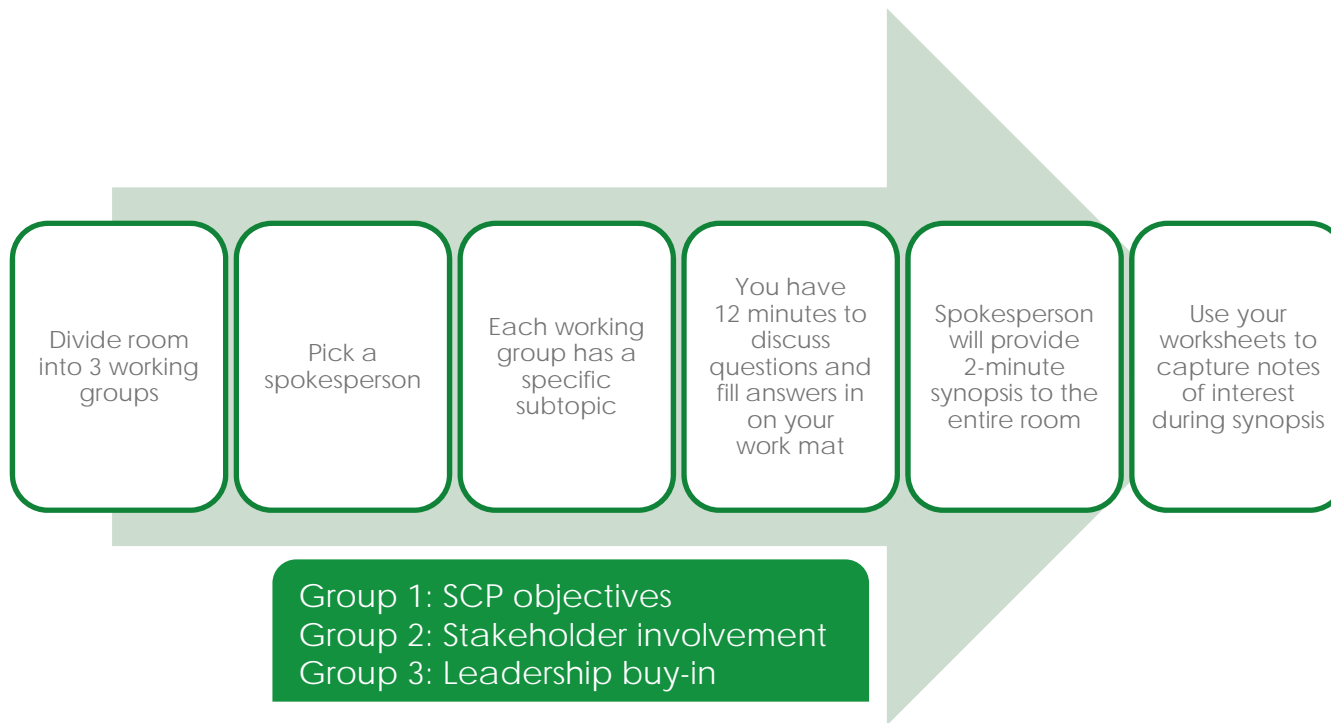
WHAT

- What are best practices to ensure their understanding of the SCP's value to the organization and to sustain cross-functional leadership involvement after the SCP rollout?

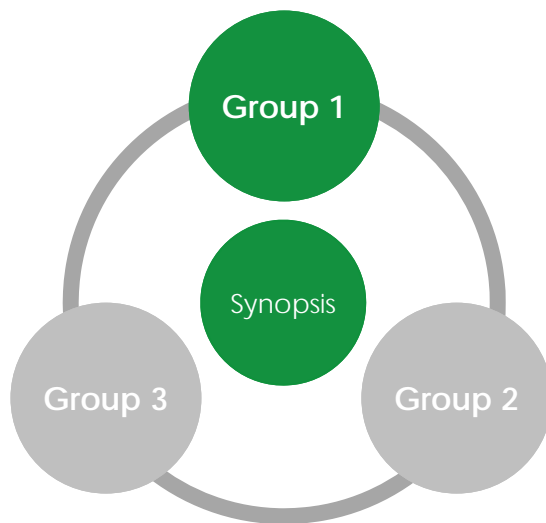
WHERE

- How can they be encouraged to continue to reinforce the importance of the SCP throughout the organization?

Instructions for Working Groups



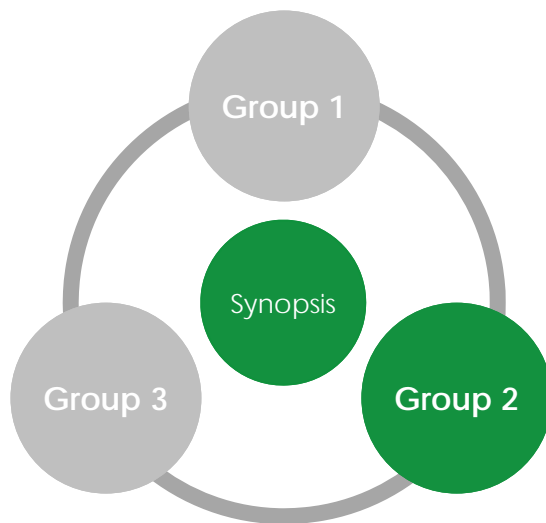
Core Challenges: Encouraging Adoption



SCP objectives

- SCP's core objectives?
- Barriers/Obstacles limiting widespread adoption?

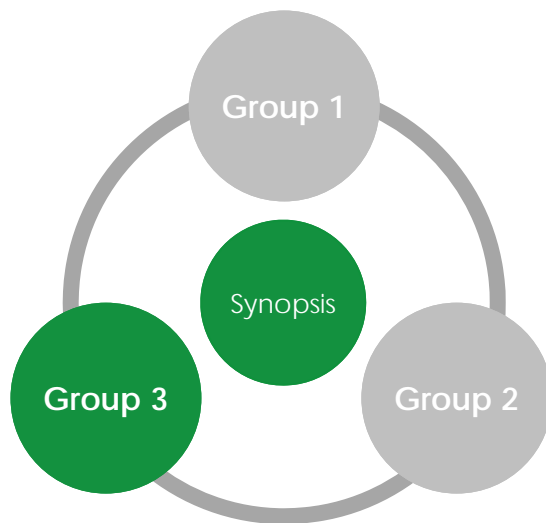
Core Challenges: Encouraging Adoption



Stakeholder involvement

- Optimal time to involve stakeholders?
- Best practices for ascertaining team needs and vision?

Core Challenges: Encouraging Adoption



Leadership buy-in

- Who are the leadership stakeholders?
- When should they be approached?
- Best practices to ensure their understanding of the SCP's value?
- Best practices to sustain leadership involvement?
- Encouraging reinforcement of the importance of the SCP throughout the organization?

Time Remaining



12

Minutes left

Report Back



Your Scientific Communication Platform Has Been Built. So Now What?

- Encouraging adoption
- Maintaining relevance and usability
- Training

Main Components of SCP 1.0



Pillar	Components
Strategy	Portfolio strategy: strategic drivers, key success factors
	Product attributes and key differentiators
	Portfolio and product elevator story
Scientific statements	Primary, secondary, and supporting statements on clinical need, disease burden, mechanism of action, efficacy, safety, PK/dosing, administration/handling, and value
Support	References
	Key lexicon

Companion Materials for SCP 2.0



Strategy

- Core messages document
- Audience-specific strategy
- Knowledge and educational gaps: HCPs and patients

Scientific statements

- Slides
- Graphs and representations of data
- Internal linking to demonstrate how specific statements address specific knowledge gaps or clinical need

Support

- Key references that should be consistently used to support specific messages
- Data gaps for subsequent prioritization and evidence generation
- Customization to individual functional teams (eg, commercial, public relations)
- Customization to different geographical regions

Utilization Requires Delivery of SCP That Aligns With Team Needs



Clinical Need

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

Product X

Scientific Platform

Highlights - Scientific Platform

Chapters (hyperlinked)

Chapter 1 - Fundamentals of Disease

Cells

Structure/Function

Subcategory 1

Subcategory 2

Table

Table with 4 columns

Table with 4 columns

Table with 4 columns

Measures of Quality

Category 1

Category 2

Category 3 and Others

Subcategories

Company X

SCPs Are Living Documents



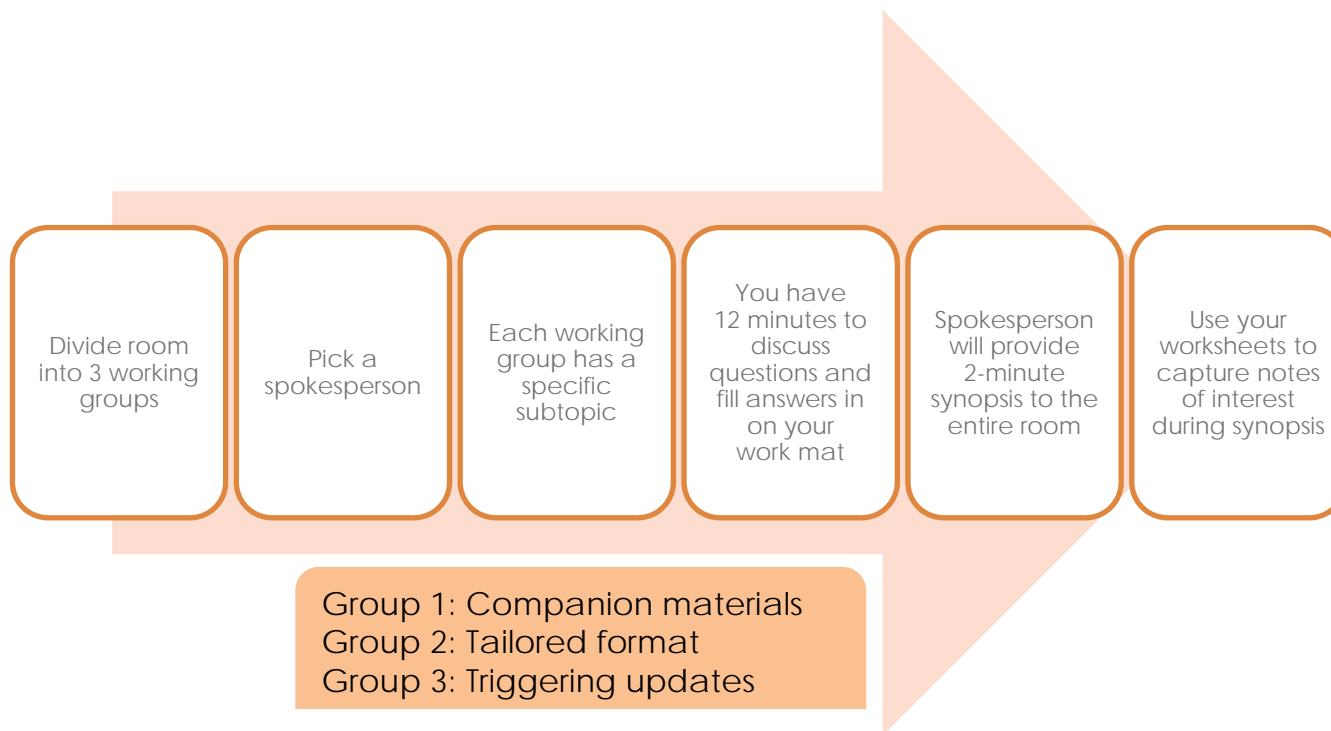
Process For Implementing Updates



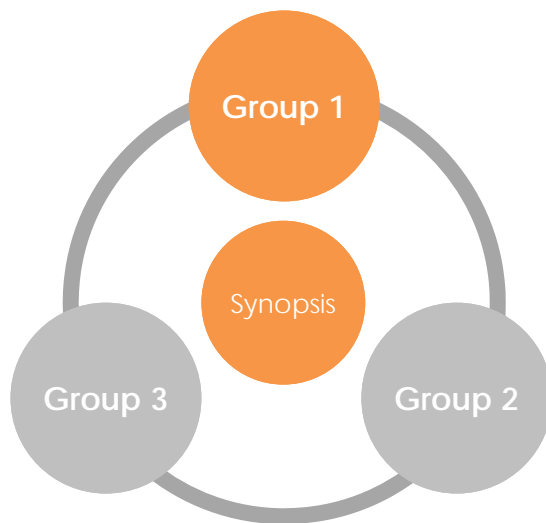
To consider

- Stakeholders involved in providing alignment for the revisions?
- Frequency of updates?
- Stakeholders involved in rollout and training?

Instructions for Working Groups



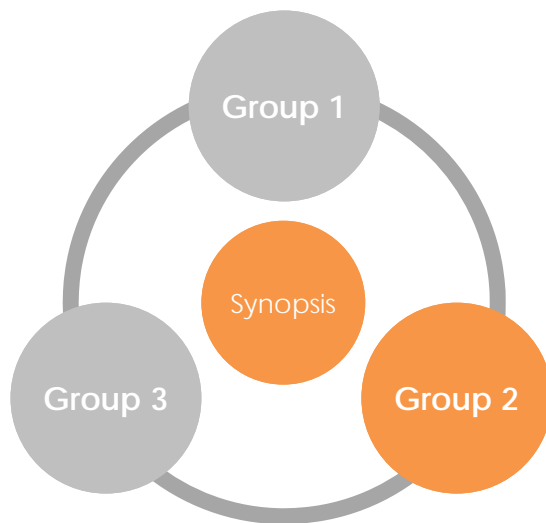
Core Challenges: Maintaining Relevance and Usability



Companion materials

- Key components of an SCP?
- Companion pieces to enhance value and usage?

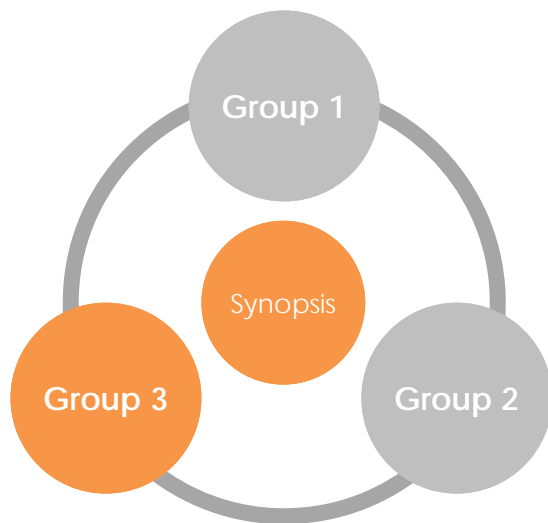
Core Challenges: Maintaining Relevance and Usability



Tailored format

- Type of format?
- Type of interactivity?
- Customization to enhance utility to specific stakeholders?

Core Challenges: Maintaining Relevance and Usability



Triggering updates

- Key events triggering updates?
- Process for implementation?

Time Remaining



12

Minutes left

Report Back



Your Scientific Communication Platform Has Been Built. So Now What?

- Encouraging adoption
- Maintaining relevance and usability
- Training

Summaries and Implementation Guides Provide Quick Reference, Enhance Learning, and Facilitate Smooth Onboarding



Quick reference guides can be customized for relevant stakeholder groups and provide suggestions to integrate key learnings to ensure consistency with the overarching communication plan

Rollout and Training Current Team Members



1

Key stakeholders
participating in
rollout and training

- Functional leads?
- Regional leads?
- MSLs?
- Medical information?
- Commercial?
- PR?

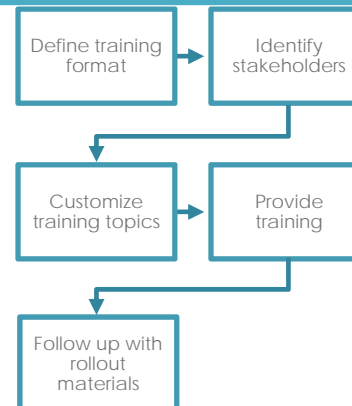
2

Effective format
for training

- Workshop?
- Seminar?
- Teleconference?
- Training videos?
- Training modules?

3

Process for training



Ongoing Training



Who needs ongoing training?

- What types of new employees?
- Which agency partners?

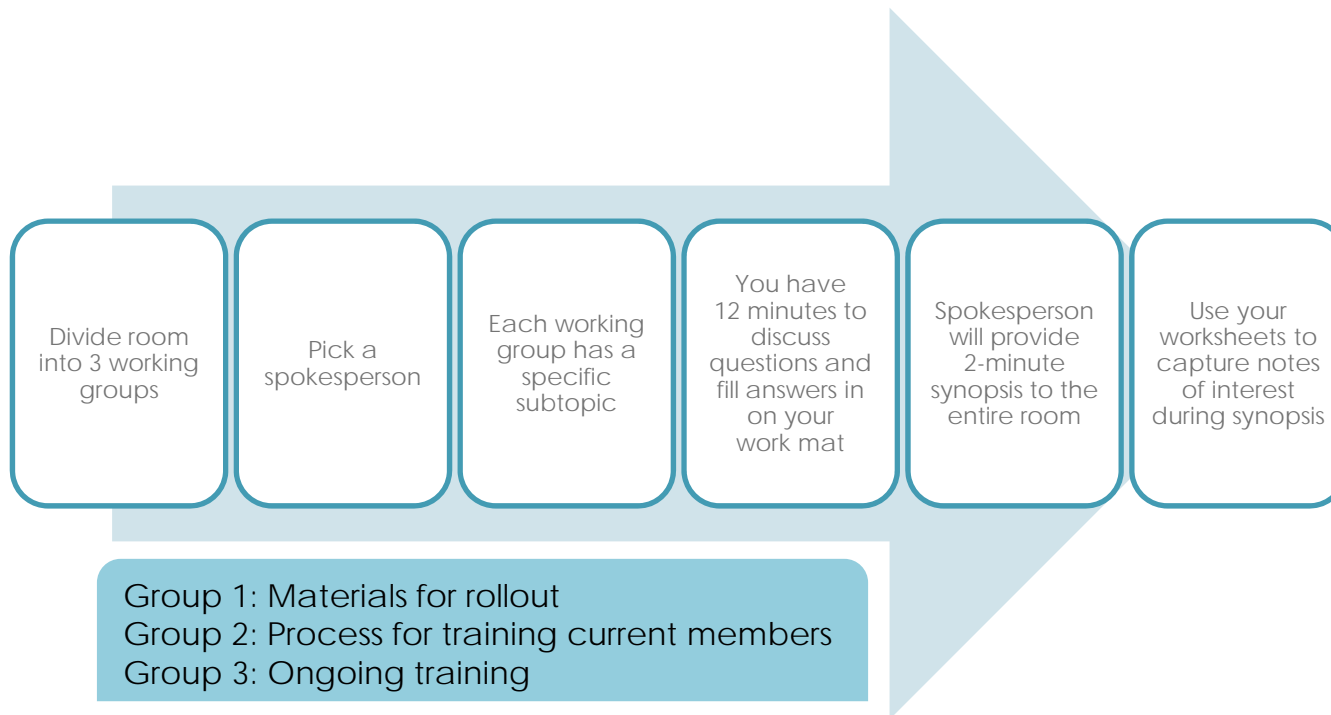
What format should be used for ongoing training that is both effective and efficient?

- Videos?
- Training modules?

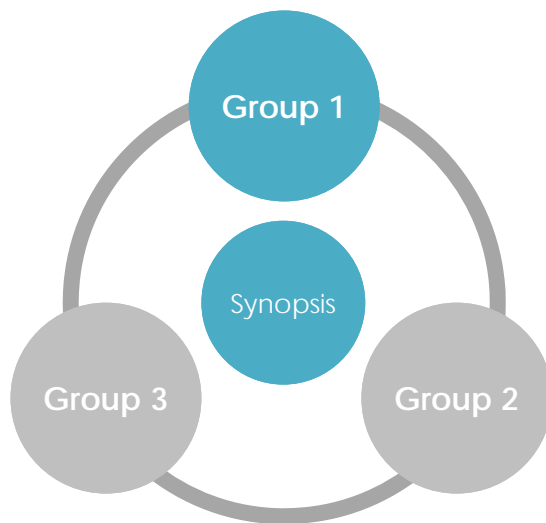
Who should be responsible for providing the training?

- Medical Affairs lead?
- Publications team?
- Training team?
- Prerecorded training?

Instructions for Working Groups



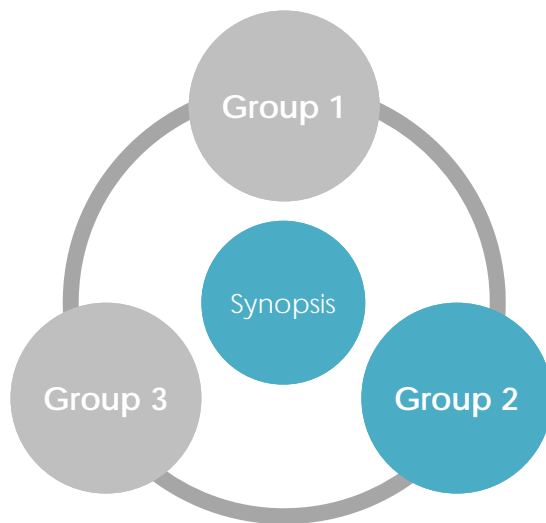
Core Challenges: Training



Materials for rollout

- What materials are needed to support an effective rollout?
- Where should these materials be housed for easy access?

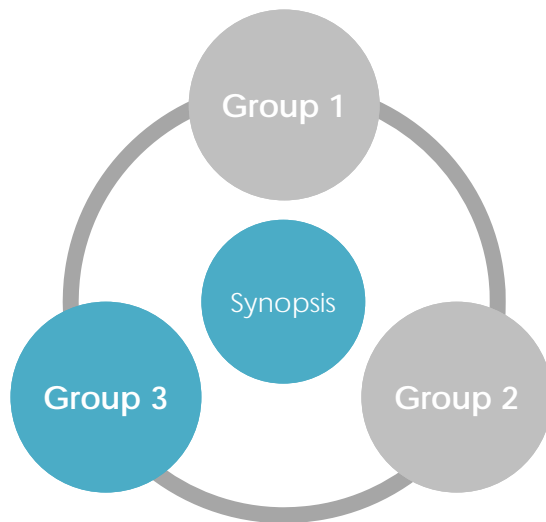
Core Challenges: Training



Process for rollout and training current team members

- Which stakeholders are needed for rollout (eg, functional team leads, regional leads)?
- What is the rollout format (eg, workshop, seminar, teleconference, videos, training modules)?

Core Challenges: Training



Ongoing training

- Who needs ongoing training (eg, types of new employees, agency partners)?
- What format should be used for ongoing training (eg, videos, training modules)?
- Who should be responsible for providing the training (eg, Medical Affairs lead, training team)?

Time Remaining



12

Minutes left

Report Back

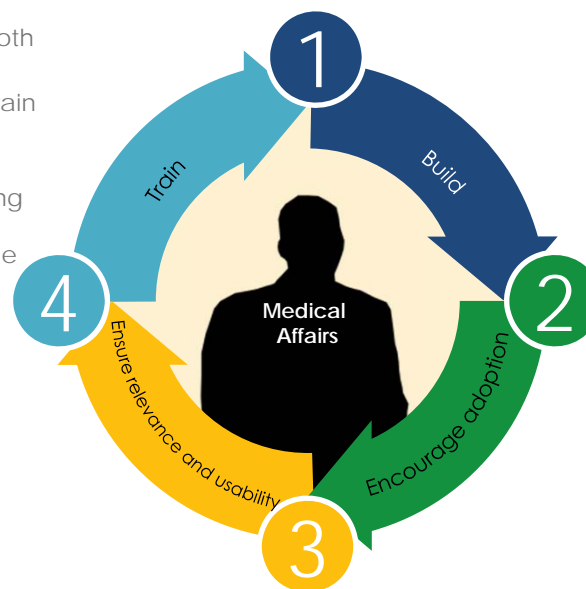


Conclusion

Putting Process Into Practice: Key Takeaways for SCP 2.0

- Create rollout and training materials that facilitate smooth onboarding
- Use an effective format to train and onboard the right stakeholders
- Define a process for providing ongoing training and designate owners responsible for the process

- Present SCP in a format that is user-friendly and enhances learning
- Update the SCP at meaningful intervals to ensure its continued relevance



Build SCP 1.0 that

- Has well-supported content
- Reflects internal alignment on core communication approach
- Improves efficiency upon implementation

- Involve the right stakeholders and leadership at the right time
- Create companion materials that define the strategy, enhance the scientific statements, and support downstream activities
- Build customizations to meet needs of individual functional teams or geographical regions

THANK
YOU



MAPS2018
Annual Meeting