Your Scientific Communication Platform Has Been Built. So Now What?
Today’s Presenters

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Global Medical Communications  
Pfizer Oncology

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Director  
Scientific Services  
MedThink SciCom
Does your organization use scientific communication platforms (SCPs) to build Medical Affairs strategy?

1. Yes
2. No
What level of experience do you have in developing an SCP?

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?

1. Portfolio/Product strategy
2. Elevator story
3. Scientific statements
4. References
5. Key lexicon
What is your primary goal for this workshop?

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

<table>
<thead>
<tr>
<th>Session</th>
<th>Goals</th>
<th>Time (min)</th>
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<tr>
<td>Introduction</td>
<td>• Individual workshop goals</td>
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<td>• Learning objectives</td>
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<td></td>
<td>• General assumptions for SCP 1.0</td>
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<tr>
<td>Encouraging adoption</td>
<td>• Objectives</td>
<td>25</td>
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<td>• Stakeholder involvement</td>
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<td></td>
<td>• Leadership buy-in</td>
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<tr>
<td>Maintaining relevance and usability</td>
<td>• Companion materials</td>
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<td>• Tailored format</td>
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<td></td>
<td>• Triggering updates</td>
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<tr>
<td>Training</td>
<td>• Materials for rollout</td>
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<td></td>
<td>• Process for rollout and training current team members</td>
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<td></td>
<td>• Onboarding new employees and agency partners</td>
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<tr>
<td>Conclusion</td>
<td>• Key takeaways</td>
<td>5</td>
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</table>
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

**Clinical Data**
- CSRs
- NDA
- Target Product Profile
- Guidelines
- Peer-reviewed Publications

**Scientific Communication Platform**
- Strategy
- Pillars
- Statements
- Lexicon
- References

**Publications**
- Abstracts
- Posters
- Oral Presentations
- Primary Manuscripts
- Secondary Manuscripts

**Preclinical Data**

**HEOR Data**

**Commercial**

**Medical Affairs**

**Public Relations**
SCP Structure

- Clinical need
- Disease burden
- Mechanism of action
- Efficacy
- Safety
- PK/Dosing
- Administration/Handling
- Value

Primary statements

Define the overarching direction of each section

Secondary statements

Make up the individual components of the story for each primary statement

Tertiary statements

Support each secondary statement with scientific data

Serve as a reference tool and a mechanism for gap identification
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

<table>
<thead>
<tr>
<th></th>
<th>Pubs</th>
<th>Clinical</th>
<th>HEOR</th>
<th>MSL</th>
<th>Med Info</th>
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<td>Prioritizes communication activities</td>
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<td>Prioritizes research efforts</td>
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<td>Identifies data gaps</td>
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<td>Response letter content</td>
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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

- Divide room into 3 working groups
- Pick a spokesperson
- Each working group has a specific subtopic
- You have 12 minutes to discuss questions and fill answers in on your work mat
- Spokesperson will provide 2-minute synopsis to the entire room
- Use your worksheets to capture notes of interest during synopsis

Group 1: SCP objectives
Group 2: Stakeholder involvement
Group 3: Leadership buy-in
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?
Your Scientific Communication Platform Has Been Built. So Now What?

- Encouraging adoption
- Maintaining relevance and usability
- Training
# Main Components of SCP 1.0

<table>
<thead>
<tr>
<th>Pillar</th>
<th>Components</th>
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<tbody>
<tr>
<td><strong>Strategy</strong></td>
<td>Portfolio strategy: strategic drivers, key success factors</td>
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<tr>
<td></td>
<td>Product attributes and key differentiators</td>
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<tr>
<td></td>
<td>Portfolio and product elevator story</td>
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<tr>
<td><strong>Scientific statements</strong></td>
<td>Primary, secondary, and supporting statements on clinical need, disease burden, mechanism of action, efficacy, safety, PK/dosing, administration/handling, and value</td>
</tr>
<tr>
<td><strong>Support</strong></td>
<td>References</td>
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<tr>
<td></td>
<td>Key lexicon</td>
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Companion Materials for SCP 2.0

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Scientific statements</th>
<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Core messages document</td>
<td>• Slides</td>
<td>• Key references that should be consistently used to support specific messages</td>
</tr>
<tr>
<td>• Audience-specific strategy</td>
<td>• Graphs and representations of data</td>
<td>• Data gaps for subsequent prioritization and evidence generation</td>
</tr>
<tr>
<td>• Knowledge and educational gaps: HCPs and patients</td>
<td>• Internal linking to demonstrate how specific statements address specific knowledge gaps or clinical need</td>
<td>• Customization to individual functional teams (e.g., commercial, public relations)</td>
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<td></td>
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<td>• Customization to different geographical regions</td>
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Utilization Requires Delivery of SCP That Aligns With Team Needs
SCPs Are Living Documents

- **New data**
  - Pivotal data
  - Key subanalysis
  - Publication alerts
  - Key congresses

- **Major change in program**
  - Failure to meet key endpoint
  - New indication
  - Shift in priorities

- **Shifts in landscape**
  - Entry of new competitor
  - Generics
  - Updated clinical guidelines
Process For Implementing Updates

- SCP updates
- Weekly publication alerts to assess emerging topics
- Gain alignment on potential revisions
- Workshop to discuss implications of updates
- Complete updates
- Rollout and training
- Identify relevant topics after congresses or changes in landscape

To consider:
- Stakeholders involved in providing alignment for the revisions?
- Frequency of updates?
- Stakeholders involved in rollout and training?
Instructions for Working Groups

- Divide room into 3 working groups
- Pick a spokesperson
- Each working group has a specific subtopic
- You have 12 minutes to discuss questions and fill answers in on your work mat
- Spokesperson will provide 2-minute synopsis to the entire room
- Use your worksheets to capture notes of interest during synopsis

Group 1: Companion materials
Group 2: Tailored format
Group 3: Triggering updates
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
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.

Utility
- Train existing team members
- Onboard new employees
- Onboard agency partners
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
   - Define training format
   - Identify stakeholders
   - Customize training topics
   - Provide training
   - Follow up with rollout materials

Medical Affairs Professional Society | 2018
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

Divide room into 3 working groups
Pick a spokesperson
Each working group has a specific subtopic
You have 12 minutes to discuss questions and fill answers in on your work mat
Spokesperson will provide 2-minute synopsis to the entire room
Use your worksheets to capture notes of interest during synopsis

Group 1: Materials for rollout
Group 2: Process for training current members
Group 3: Ongoing training
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 (e.g., types of new employees, agency partners)?
• What format should be used for ongoing training (e.g., videos, training modules)?
• Who should be responsible for providing the training (e.g., Medical Affairs lead, training team)?
Conclusion
Putting Process Into Practice: Key Takeaways for SCP 2.0

1. Build SCP 1.0 that
   - Has well-supported content
   - Reflects internal alignment on core communication approach
   - Improves efficiency upon implementation

2. 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

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

4. 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

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