

# UTILITY OF A SCIENTIFIC COMMUNICATIONS TOOL KIT TO PROMOTE BEST PRACTICES

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## ABSTRACT

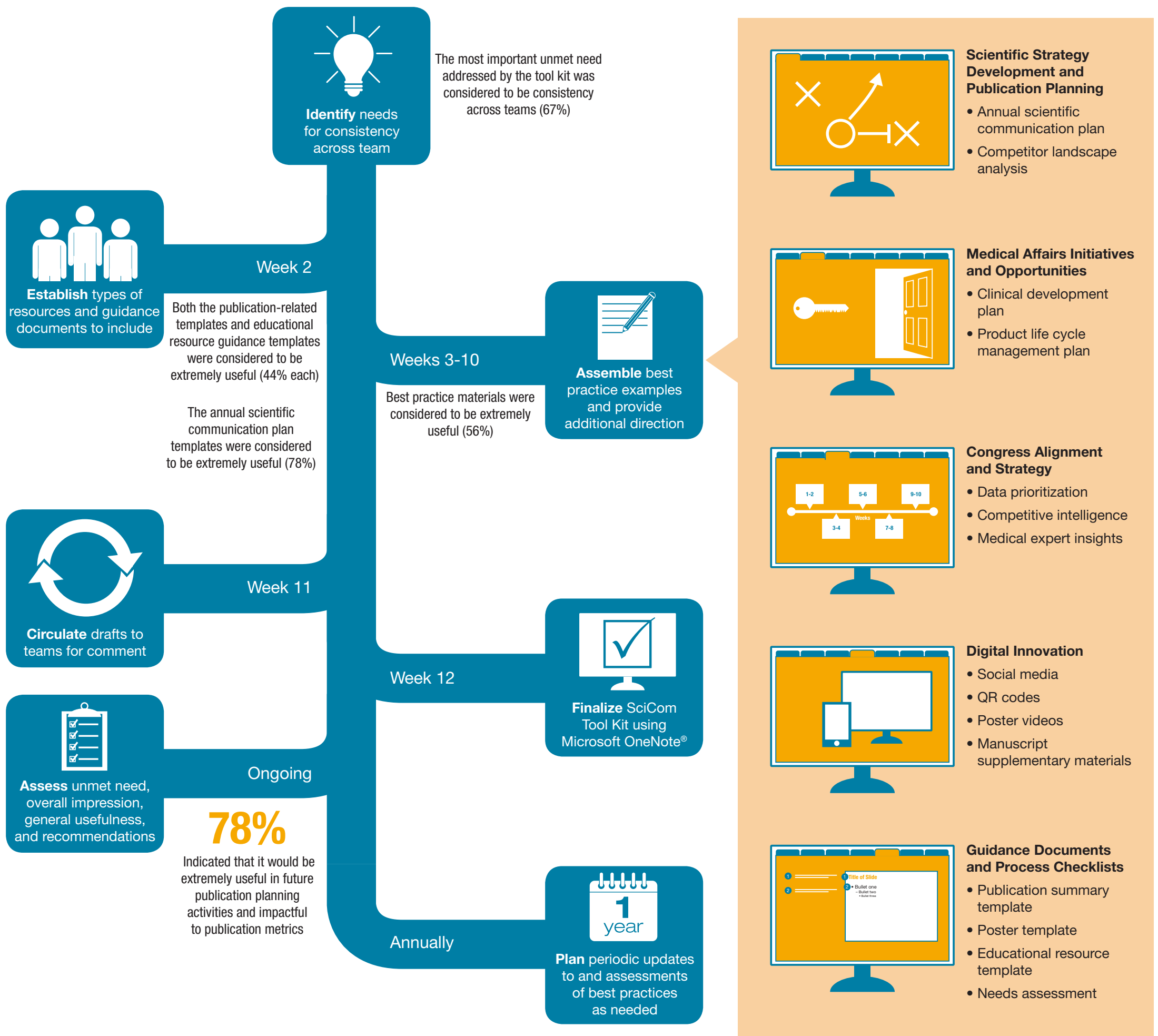
**Objective:** The US SciCom Tool Kit was developed to standardize the approach for publication and communication planning across a large portfolio of products at different life-cycle phases. Consistent development of annual plans enables effective illustration of each product's priorities and strengths, links strategies to tactics, and allows functional groups to present more impactful information to key stakeholders. Herein, we outline the development and evaluate the usefulness of the US SciCom Tool Kit.

**Research design and methods:** The US SciCom Tool Kit is a repository of shared resources accessed via an internal database that evolves in real time to meet the needs of publication teams. Resources include planning templates, guidance documents, process checklists, innovative project examples, competitive landscape analyses, clinical development filing strategies, and other strategic planning tools. The resources were developed or compiled over 3 months with input from various teams. A 7-question survey was disseminated to scientific communication leads across the US Scientific Communications team to determine the usefulness of the US SciCom Tool Kit.

**Results:** Nine scientific communication leads (75%) completed the survey. After reviewing the US SciCom Tool Kit, most respondents indicated that it would be extremely useful in future publication planning activities (n=7; 78%) and impactful to publication metrics (n=7; 78%). Most respondents (67%) considered the most important unmet need addressed by the tool kit to be consistency across teams. Resources considered extremely useful included annual scientific communication plan templates (78%), best practice materials (56%), publication-related templates (44%), and educational resource guidance templates (44%).

**Conclusions:** Use of the US SciCom Tool Kit has the potential to establish consistent communication strategies and improve sharing across teams, which may evolve publication best practices and drive innovation.

## METHODS AND RESULTS



## CONCLUSIONS

- Use of the US SciCom Tool Kit may help ensure a consistent approach to communication and publication strategy development across company product portfolios
- Standardizing strategic approaches among cross-functional teams may allow for effective and impactful strategic planning, which can evolve publication best practices and drive innovation
- An electronic medium to host live documents can be an efficient way to provide organized and consistent guidance across scientific communication teams

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