Creating an integrated core scientific framework for communicating to diverse external stakeholders:
a HealthScience approach

Disclaimer

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Learning objectives

- Evaluate the commonalities and differences in the use, structure and evolution of scientific communications platforms within and between companies

- Understand how a HealthScience approach can help to integrate insights, communications and evidence generation plans across multiple functions

Developing and using scientific communications platforms

- Supporting the needs of all internal functions for consistent, evidence-based scientific communications for diverse external stakeholders

- Medical Affairs provides the lead for evidence-based communications

- MAPS scientific communications platform best practice and guidance – providing a framework and process

MAPS, Medical Affairs Professional Society

The Scientific Communication Platform Can Include Several Distinct Components

Communication objectives

Prioritized set of objectives that address key educational gaps and opportunities

Scientific statements

Hierarchically organized, standardized, scientifically accurate statements that describe the disease state and product

Scientific summary

Short, high-level summary of scientific statements that provides a clear overview of key narrative elements

Lexicon

Common vocabulary for communications that maintains accuracy and integrity while providing guidance on specific language and terminology

Best practice is to include all 4 components; however, selection of components depends on organizational dynamics and company-specific needs

Scientific Communication Platform Supports Needs Across Functional Teams

Clinical
- Clinical development plan
- Evidence-generation priorities
- Scientific statements
- Investigator meetings

Medical Affairs
- Medical Affairs plans
- Publication and congress plans
- Field medical resources
- Medical Information resources (SRDs, FAQs)
- Training and education

HEOR
- Health outcomes development plan
- Evidence-generation priorities
- Value messages
- Managed care dossiers
- Publication plan

Commercial[a]
- Brand message platform
- Supporting evidence
- Thought leader and HCP engagement plans
- Speaker training

Corporate Communications
- Press release planning and key topics
- Investor presentations
- Digital and social media

FAQ, frequently asked question; SRD, standard response document.

[a]If the platform will be used to support commercial communication needs, the Commercial team needs to be properly engaged in the development process.

The value of scientific communications platforms

Communicate the value

Get people together

Consider other company priorities

Prioritize participation

Involve key functions and experts

Share outputs/avoid duplication

Some issues with scientific communications platforms

- May not include or support the needs of all internal functions
- Inconsistent across products or therapy areas?
- Not used?
- Out of date?
- May not communicate value to all audiences?

Inconsistent development and use

- Outside Medical Affairs, internal functions may develop their own local messaging platforms for specific external audiences

Market Access/HEOR	⟺	Payers
Patient Centricity/Patient Advocacy	⟺	Patient groups/patients
Government/Public Affairs	⟺	Policymakers

- Brand plans – multifunctional, but not integrated
- Lack of alignment between different internal functions
- Evidence generation may be inefficient or lacking

HEOR, health economics and outcomes research

How is the scientific information organized in your current platforms?

Pillars are the key elements or topics of your product story

- The typical pillars of SCPs often adhere to a common set of themes, for example:
  - Unmet need
  - Mechanism of action
  - Clinical evidence
  - Value

SCP, scientific communications platform

Introducing HealthScience

HealthScience is an integrated approach
that brings together clinical, economic, social, policy
and behavioural understanding
to demonstrate value in healthcare systems
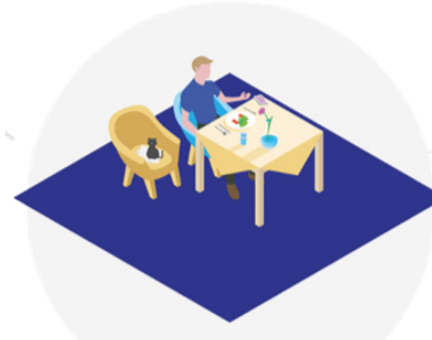
HealthScience – the individual value drivers

Clinical
Clinical efficacy
and tolerability

Behavioural
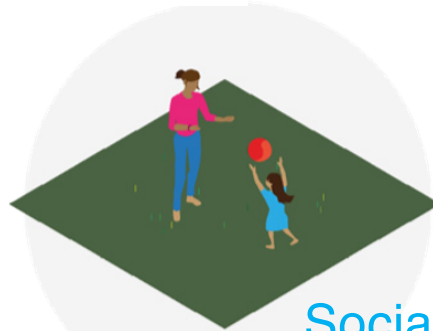Individual and
emotional drivers

Economic
Cost effectiveness,
Budget impact

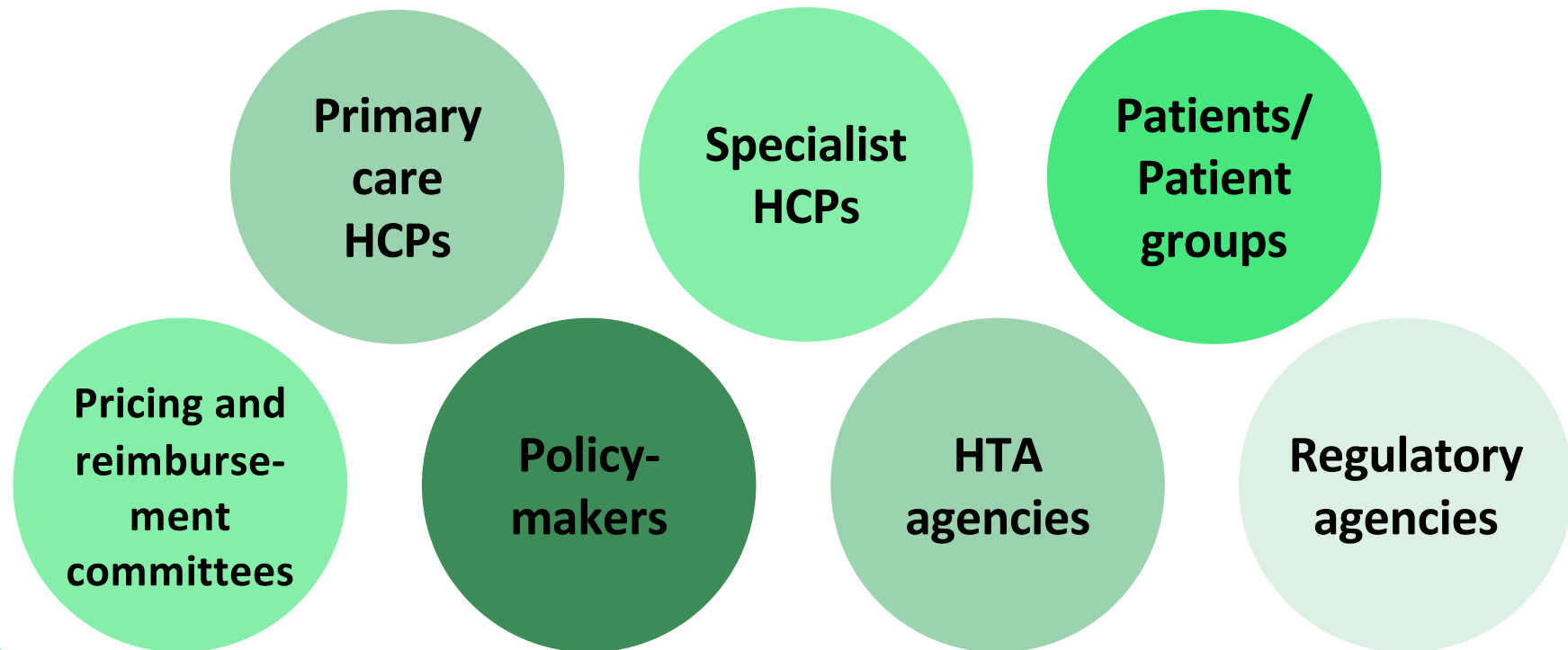**Social**
Humanistic outcomes
and quality of life

Policy
Government and
health system drivers

HealthScience: different external stakeholders/ audiences have different needs

Primary care HCPs

Specialist HCPs

Patients/ Patient groups

Pricing and reimburse-ment committees

Policy-makers

HTA agencies

Regulatory agencies

HCP, healthcare professional; HTA, health technology assessment

A HealthScience approach to scientific communications

- Evaluates a wide scope of value drivers
  - Value drivers and statements for all relevant external stakeholders can be considered and included

- Delivers a more integrated engagement and communications plan relevant to all stakeholders

Integrating HealthScience concepts and values into your communications platform

A core set of elements that are important to all external audiences

Clinical
Clinical efficacy and tolerability

Behavioural
Individual and emotional drivers

Economic
Cost effectiveness
Budget impact

Social
Humanistic outcomes and quality of life

Policy
Government and health system drivers
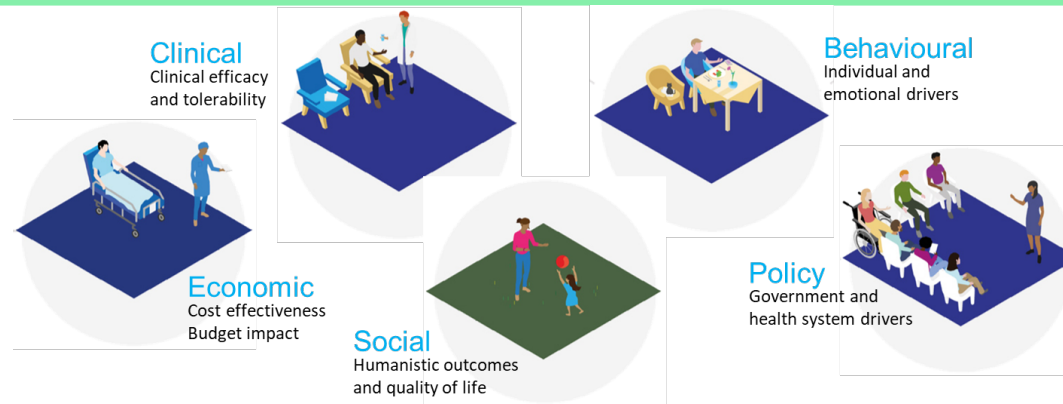
All internal functions can align their communications and evidence generation imperatives around these elements

What does this mean in practice?

1 Bring functions together; collate their individual platforms and insights

2 Identify themes across the functions' communication and evidence generation plans

3 Align the SCP and evidence generation plans across functions

4 Integrate HealthScience concepts

SCP, scientific communications platform

What are the benefits of going further into the HealthScience drivers?

Breaking down elements into value drivers helps each function to think beyond 'traditional' audience definitions

Functions can tailor narratives for the different audience segments

Supporting evidence may be identified or generated more efficiently

Tailoring engagement and communication plans to audience segments: HCP example

Empiricists
Strict interpreters of clinical data –
favour RCT publications, clinical SLRs and meta-analyses

Rationalists
Make connections beyond clinical data – favour institutional reports, guidelines/consensus statements, white papers

Humanists
Want clinical data in human context –
favour case studies, patient insights, PRO data

Paparazzi
Follow their favoured thought leaders –
favour expert-based opinion, presentations

Bankers
Want to see the outcomes –
favour HEOR analyses, RWE, outcome-based SLRs, PRO data

HCP, healthcare professional; RCT, randomized controlled trial; SLR, systemic literature review; PRO, patient-reported outcomes; HEOR, health economics & outcomes research; RWE, real world evidence

Benefits of an integrated HealthScience approach

Focuses on value

Communicates value in an integrated way

Ensures each function can make the best use of insights and evidence available across all functions

Ensures evidence generation activities maximize synergies across all functions