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- The opinions presented herein reflect the presenters' own research and professional experiences over the past 15+ years.

- All examples included in the presentation are for illustrative purposes only and do not include any proprietary information.

Introductions

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Learning Objectives

- Ensure understanding of the basic components and processes involved in the development of a scientific communication platform (SCP)

- Understand how to develop and/or update an SCP so that scientific and value narratives are integrated

- Learn how to train on SCP content and utility across functional teams

- Glean insights into tailoring a global SCP for regional stakeholders

- Understand the challenges of metricizing an SCP and practical solutions for measuring effectiveness

Scientific Communication Platform (SCP) "101" Refresh

- An SCP provides the strategic foundation for a product's medical communication plan and all initiatives generated from it

- An SCP:

  – Integrates scientific data, research aspirations, and treatment landscape through coordinated scientific themes

  – Provides guidance to ensure consistent communication about a product and its clinical profile

Scientific Data

Treatment Landscape

Research Aspirations

SCP
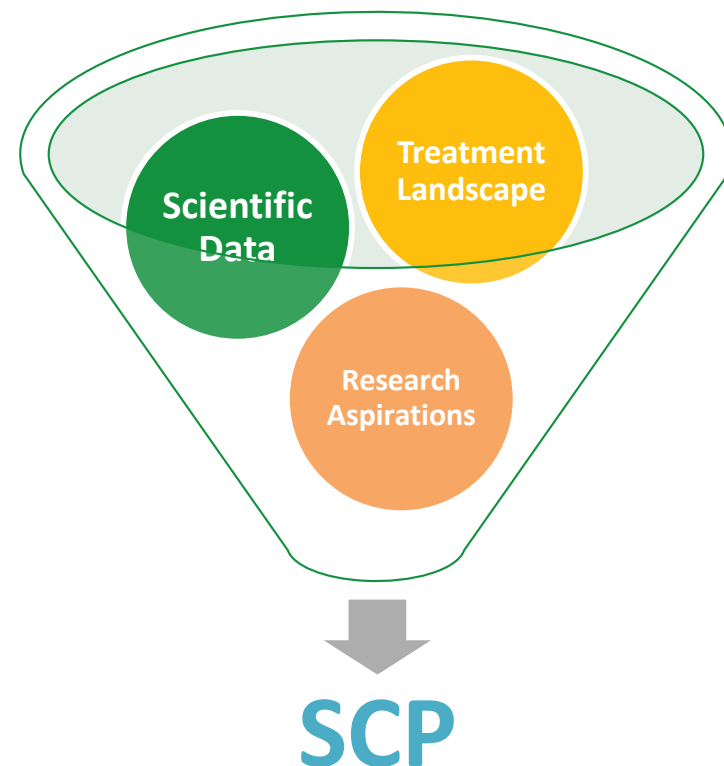
Analogies to the Symphony

ORCHESTRA

MUSIC SHEET →

AUDIENCE

Cross-Functional Stakeholders

SCP →

External Stakeholders

- Clinical/R&D
- Commercial
- HEOR/Market Access
- Patient Advocacy
- Publications
- Corporate/Public/Investor Communications
- Regional Affiliates
- Regulatory

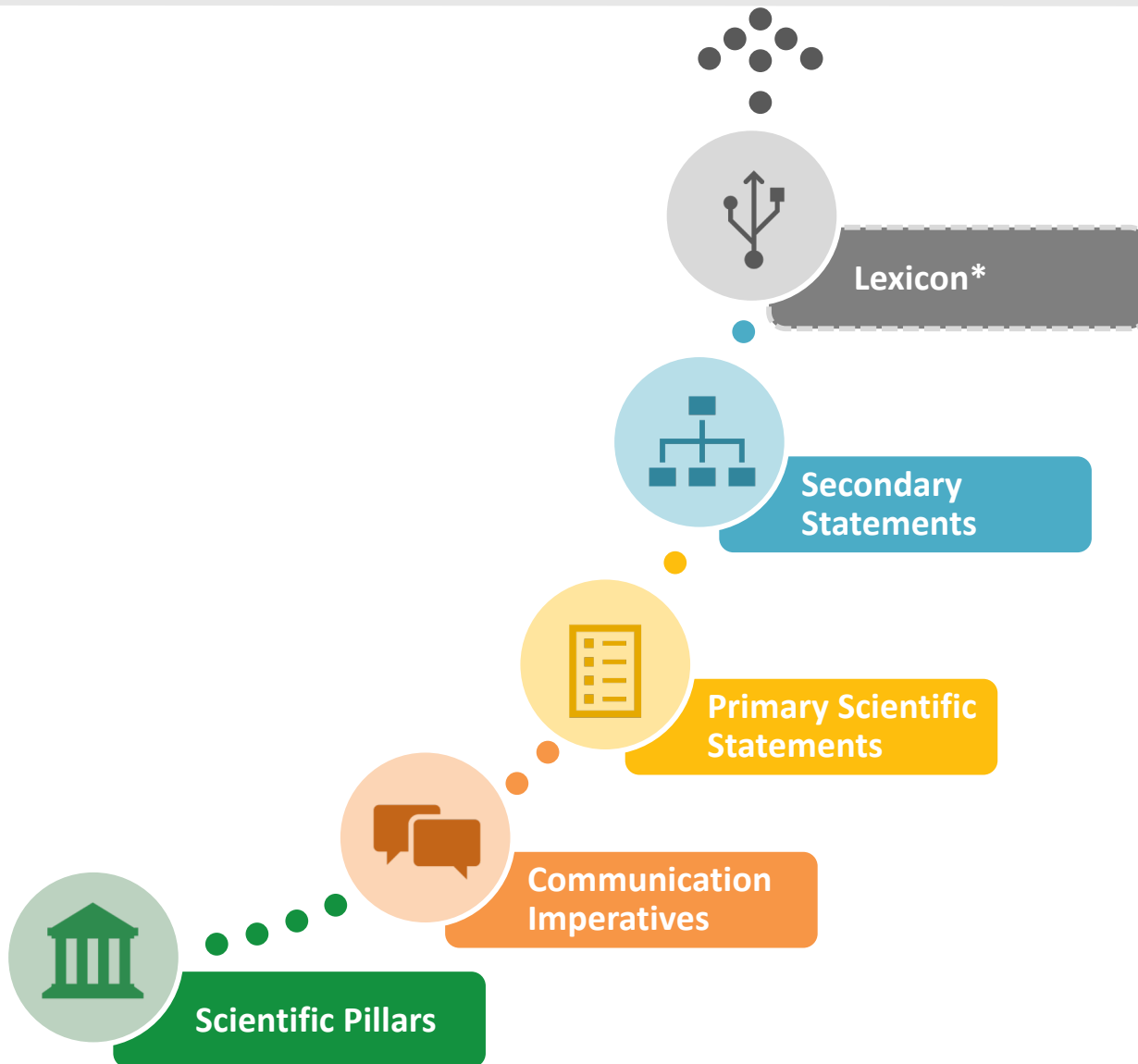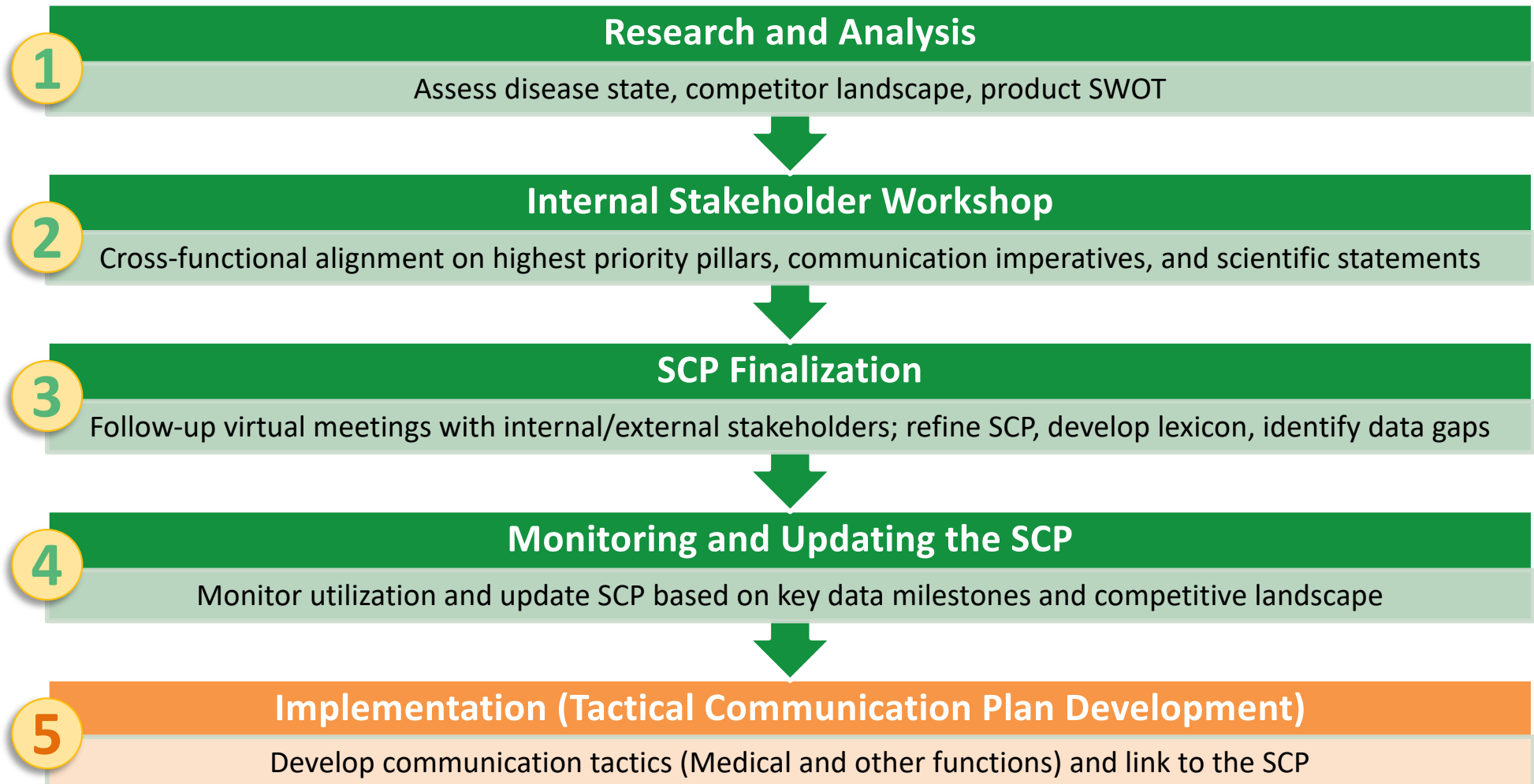**Medical Affairs**

- Patients
- Providers
- Payers
- Policymakers

SCP Components

Lexicon*

Secondary Statements

Primary Scientific Statements

Communication Imperatives

Scientific Pillars

*Can be a stand-alone component.

SCP Development Steps

1 | **Research and Analysis**
Assess disease state, competitor landscape, product SWOT

2 | **Internal Stakeholder Workshop**
Cross-functional alignment on highest priority pillars, communication imperatives, and scientific statements

3 | **SCP Finalization**
Follow-up virtual meetings with internal/external stakeholders; refine SCP, develop lexicon, identify data gaps

4 | **Monitoring and Updating the SCP**
Monitor utilization and update SCP based on key data milestones and competitive landscape

5 | **Implementation (Tactical Communication Plan Development)**
Develop communication tactics (Medical and other functions) and link to the SCP

What's Next?
Successful SCP Implementation

- **Case 1:** Integration of the SCP and Value Story

- **Case 2:** Training and Implementation

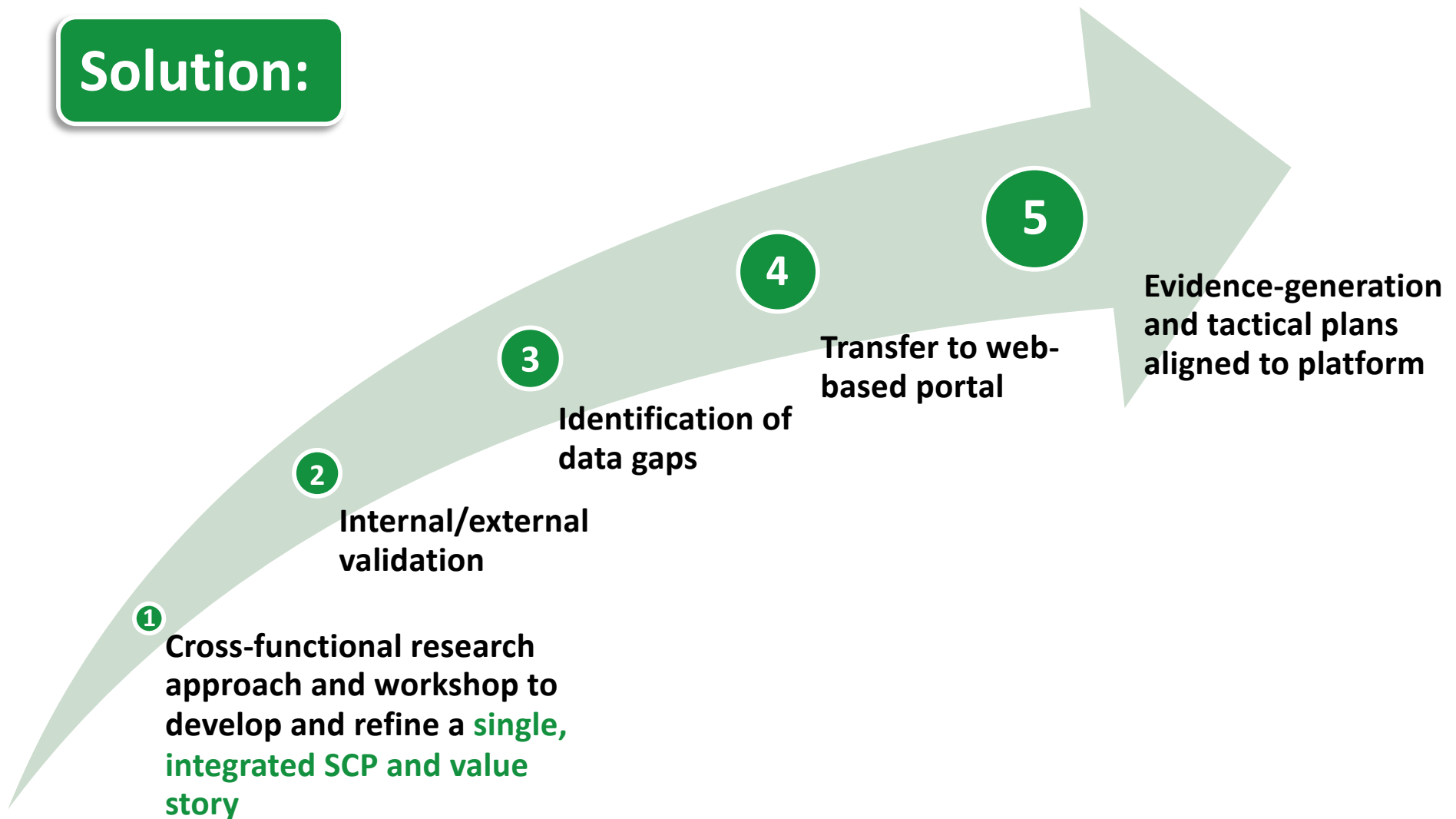- **Case 3:** Globalization and Roll-Out to Regional Teams

- **Case 4:** SCP Metrics

Situation:
Oncology product well established in current indication, but not in new anticipated indications

- Team had limited experience launching in new indications
- Numerous phase II/III trials ongoing with data availability expected over the next 18 months; rapid timelines anticipated
- Basic SCP in place, but clinical focus only
- Strong need to ensure consistency in information provided to clinical stakeholders and payers (and consistency across indications)
- Rather than updating the product value story and the SCP separately, Medical Affairs and Market Access teams considered an integrated and aligned approach to save time and resources

CASE 1:
Integration of the SCP and Value Story

Solution:

1. Cross-functional research approach and workshop to develop and refine a **single, integrated SCP and value story**
2. Internal/external validation
3. Identification of data gaps
4. Transfer to web-based portal
5. Evidence-generation and tactical plans aligned to platform

CROSS-FUNCTIONAL ALIGNMENT

COHESIVE VALUE STORY ACROSS AUDIENCES – BLIND SPOTS, GAPS AND DIFFERENCES READILY APPARENT

- ✓ Shared evidence
- ✓ Increased efficiency

Value Proposition

Topic/Theme

Key Value Driver

Medical-Specific Value Story

Payer-Specific Value Story

Key Evidence | **Key Evidence** | **Key Evidence**

Scientific Communication Point

Payer Value Message

No conflicting messaging

Key Evidence

Key Evidence
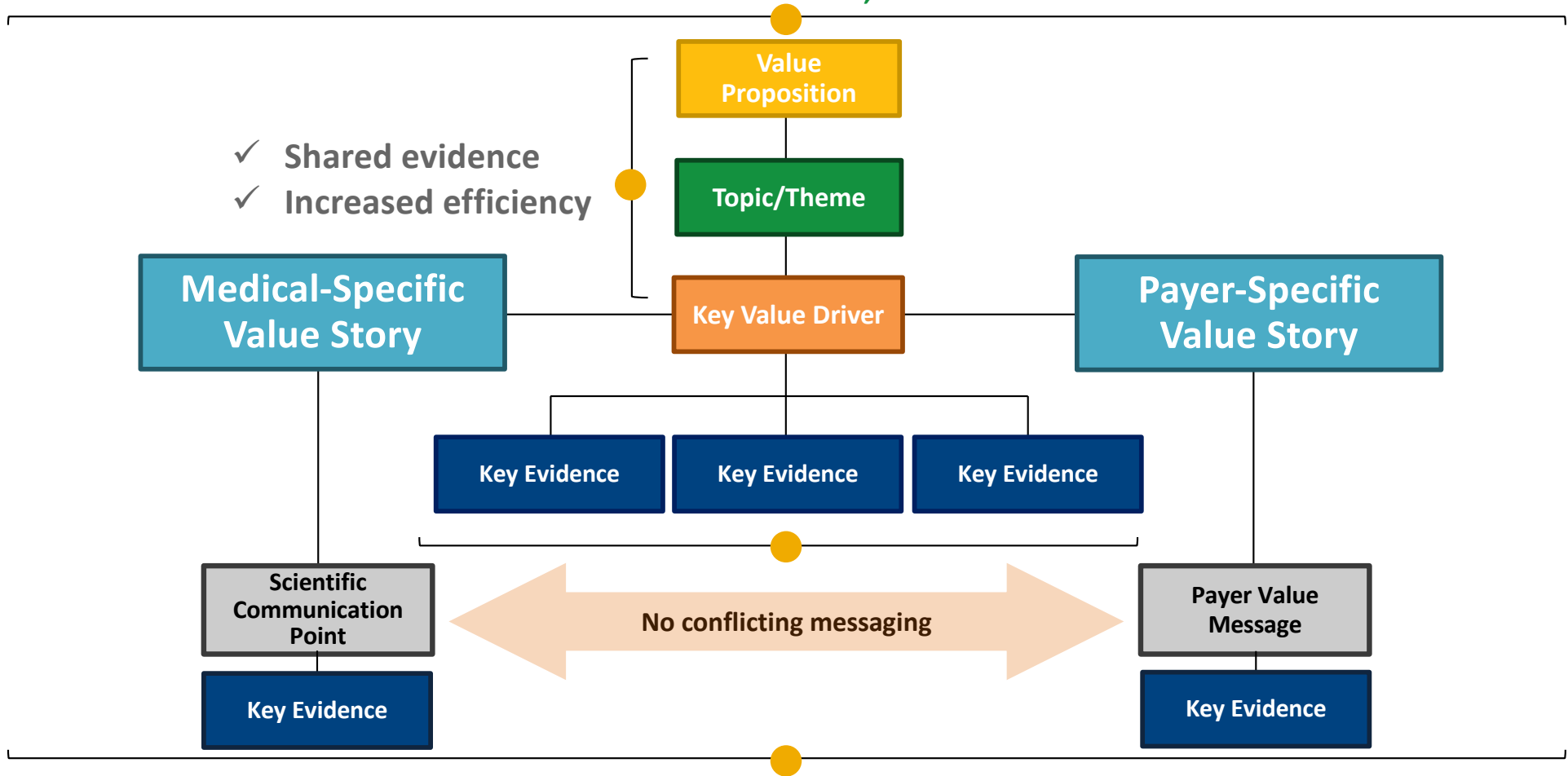
TAILORING FOR AUDIENCE-SPECIFIC NEEDS

CASE 1:
Integration of the SCP and Value Story

- Even minor discrepancies in cited data and/or the way that data are described can lead to confusion and weaken a product's overall value proposition

- Cross-functional collaboration and development of an integrated SCP and value story can help:

  - Ensure alignment and consistency of messages for multiple stakeholders across a broad array of communications

  - Identify key data gaps

- An integrated approach can avoid duplication of effort, and provide cost and time benefits
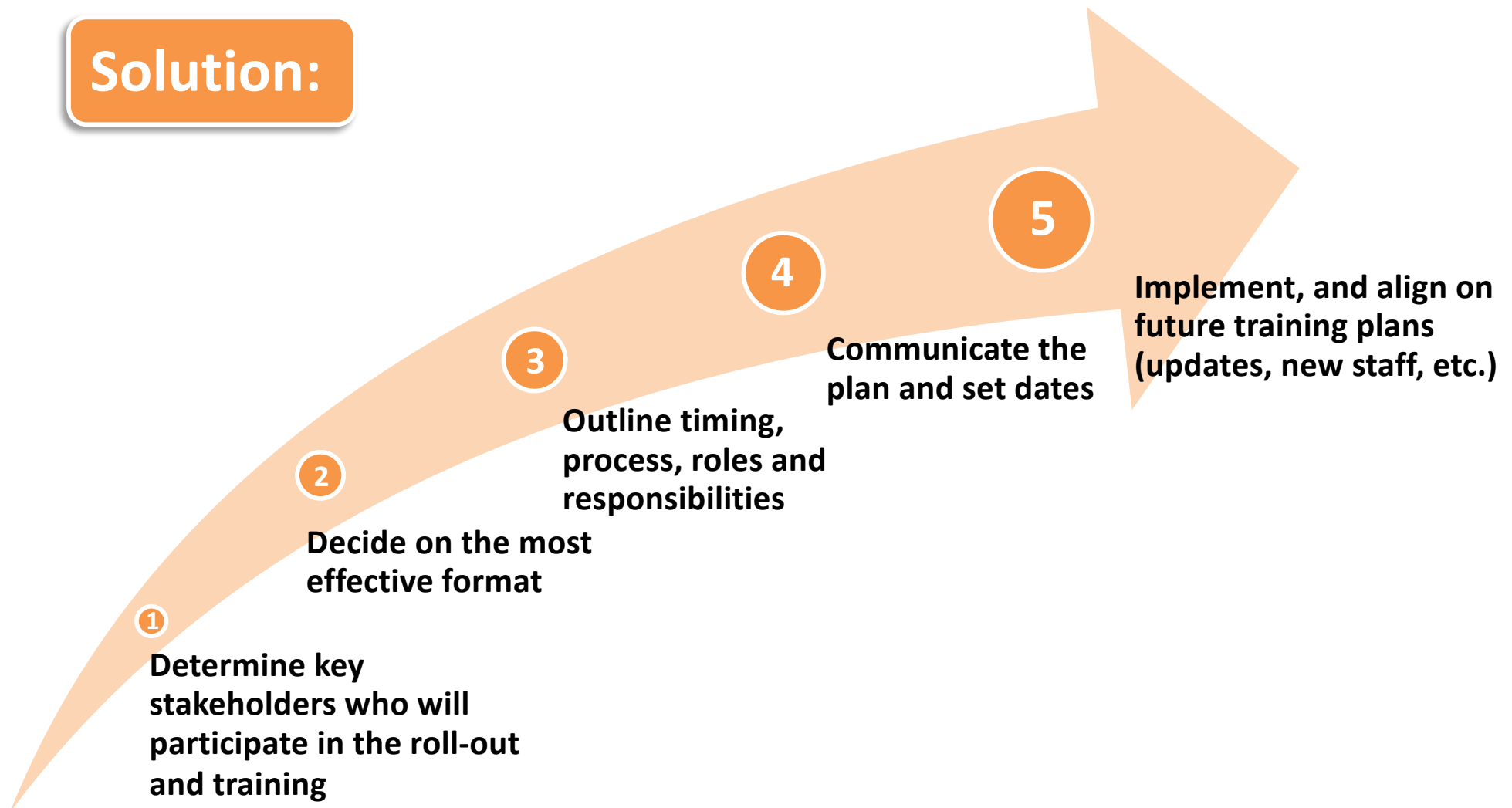
Key Ideas

CASE 2:
Training and Implementation

Situation:
New Medical Communications Lead supporting a cardiovascular product with an outdated SCP

- Extensive updates to the SCP were required to integrate phase II, HEOR, and early phase III data as well as changes to the therapeutic landscape
- Strong need to educate internal stakeholders on SCP content and utility
- Medical Communications Lead requested a clear plan for training and implementation prior to commencing work on the SCP
- Short timeframe for project completion and training implementation (<3 months)
- Need to train a large global team with multiple stakeholder groups

CASE 2:
Training and Implementation

Solution:

1. Determine key stakeholders who will participate in the roll-out and training

2. Decide on the most effective format

3. Outline timing, process, roles and responsibilities

4. Communicate the plan and set dates

5. Implement, and align on future training plans (updates, new staff, etc.)

CASE 2:
Training and Implementation

Communication to Key Stakeholders, Set Expectations

Launch eLearning via Audio-Synced Slides (Overview)

Provide User's Guide and Link to SCP

Launch Multifunctional "Ambassador" Program

Evaluate Program Success and Update as Needed

- Commercial
- Market Access/HEOR
- Medical Affairs
- Medical Content
- Medical Information/Regulatory
- Publications
- Public Relations
- Corporate/Investor Communications
- Regional Leads

TAILOR UTILIZATION GOALS FOR KEY STAKEHOLDER GROUPS

CASE 2:
Training and Implementation

- As you develop your SCP, think about how you will train others to use it effectively.

- Ask yourself:
  - Who will need training now? In the future?
  - What is the best format for training your team?
  - Who should be responsible for training internal teams?
  - What process will you use to communicate about and implement a training program?
  - How can I monitor uptake and utilization?
  - What are the goals for stakeholders in my organization?

Key Ideas

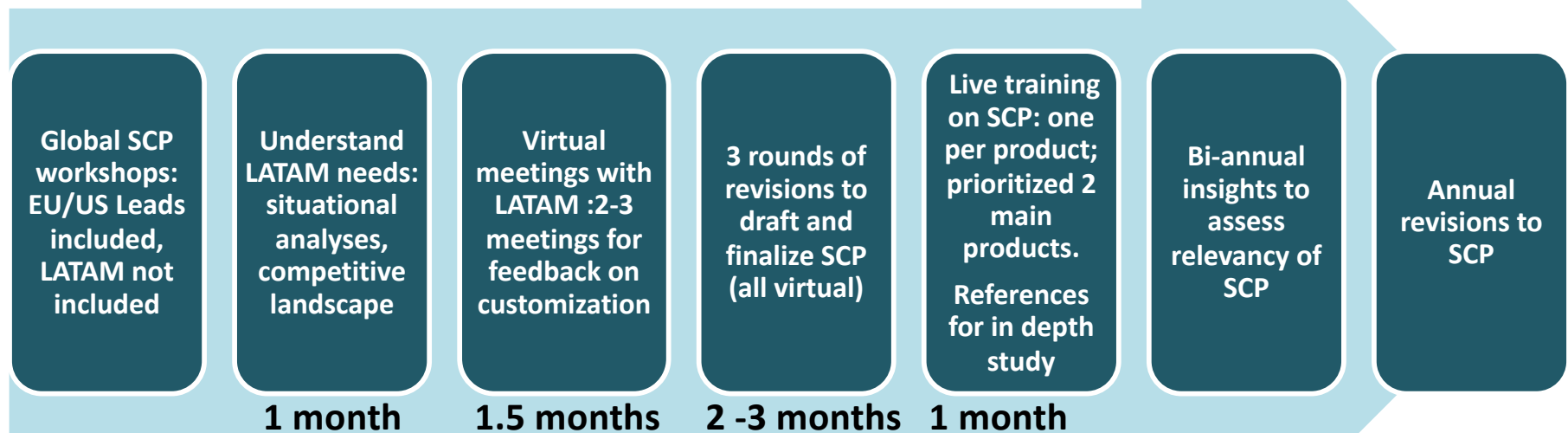# Globalization and Roll-Out to Regional Teams

Situation:

An SCP developed predominantly by a global cross-functional team had to be localized for use by different regions

- Clear understanding at the outset that the global SCP would not be a "one-size-fits-all" resource and that regional SCPs would be needed
- Most important regions were US and EU (first) and Latin America (second)/phased approach
- Situational/gap analyses and medical affairs plans were obtained from the regions to understand their medical and competitive landscape
- Included as many regional medical leads as early as possible in the original development of the SCP (may not always be feasible)

CASE 3:
Globalization and Roll-Out to Regional Teams (LATAM)

Solution:

Process can take up to 6 months or more

Global SCP workshops: EU/US Leads included, LATAM not included	Understand LATAM needs: situational analyses, competitive landscape	Virtual meetings with LATAM :2-3 meetings for feedback on customization	3 rounds of revisions to draft and finalize SCP (all virtual)	Live training on SCP: one per product; prioritized 2 main products. References for in depth study	Bi-annual insights to assess relevancy of SCP	Annual revisions to SCP
	1 month	**1.5 months**	**2 -3 months**	**1 month**		

Key Ideas

- Don't under-estimate the time it will take to localize a globally developed SCP into regions. Plan in advance!
- It's important to have regional leads involved as early as possible in development of a global SCP
- Virtual meetings are not ideal and it's important to have at least one F2F for soliciting feedback on a global SCP (and the first draft of regional SCPs)
- Training should be conducted live
- Recognize that some people will need to go deeper and understand the evolution of statements. Have all references readily available!
- Establish a process for capturing regular feedback and insights to inform the SCP

CASE 4:
SCP Metrics

Situation:
Global Medical Communications team were requested to develop and use metrics to assess the effectiveness of an SCP

- Organization decided to track effectiveness of SCP in publications/ congress activity and also in field medical activities
- Goal was to track reactive as well as proactive use (proactive only for disease state) for field-based activities
- Both qualitative and quantitative assessments were desired
- Pre-load SCP onto CRM for field medical team and onto publication tracking software and insights collection for congresses
- Metrics: frequency of statements, "sentiment analysis"

CASE 4:
SCP Metrics

Solution:

Align on metrics with organization	Pre-load SCP onto CRM, publications and congress software	Train on content of SCP and then on input into software (2 separate trainings)	Track pubs -Frequency	Congress analysis -Frequency -Sentiment	Field medical team -Frequency -Sentiment	Quarterly Reports	Annual revisions to SCP*
	1.5 months	**1.5 months**	**GO LIVE**				

*Could be more frequent if major event occurs.

CASE 4:
SCP Metrics

- As you develop your metrics , think of all the avenues where the SCP is deployed and the most practical way to measure effectiveness
  - Publications: publication tracking software
  - Congresses: publications software or insights collections software
  - Field Medical teams: CRMs
  - Medical Information (SRLs, FAQs): medical info database
  - Disease state booths, scientific symposia
  - AMCP dossiers? Payer meetings?

- What are other avenues of communication?

- Can you automate using software and systems for sentiment analysis?

Key Ideas

Summary

- A cohesive story on a product's value, supported by contradiction-free communication of the associated evidence, is critically important at the time of launch and beyond

- An SCP ensures accurate and consistent language and referencing through all communication activities

SCP

CLINICAL/ HEOR PUBS	PAYER COMMS/ DOSSIER	PATIENT COMMS/ EDUCATION	MEDICAL CONTENT/ TRAINING	CONGRESS ACTIVITIES	PR/ WEBSITES	MED INFO

Summary (con't)

- Important considerations to optimize SCP implementation and utilization include:

  ❑ **Aligning the scientific and value narratives…**
    through an integrated development approach with Medical Affairs and Market Access

  ❑ **Planning ahead for cross-functional training…**
    and identifying relevant goals for each team

  ❑ **Considering the needs of regional teams…**
    and including key regional stakeholders in development of the SCP, training, and roll-out

  ❑ **Evaluating and executing SCP metrics…**
    that are practical and meaningful for your organization, and can be used to inform ongoing SCP updates