

# BRIDGING THE GAP BETWEEN ART AND SCIENCE

## The volume of scientific information is overwhelming

**2.5 million**  
new scientific  
papers  
are published each  
year, equating to  
roughly 5 per minute

**64%**  
of physicians  
say they do not have  
enough time to keep up  
with data in their field

## Information presented visually accelerates comprehension and increases retention

**90%**  
of information transmitted  
to the brain is **visual**

The human brain  
processes images  
**60,000 times**  
faster than text

Information seen is  
**6.5 times**  
more likely to  
be retained  
for 3 days or more  
than information  
that is heard



## Effective and consistent visual communication can help maximize your engagement with healthcare providers



**Start**  
with a strong  
foundation



**Understand**  
your audience



**Customize**  
for context



**Leverage**  
consistent  
visual cues



# Pillars of a successful creative collaboration

Enter the Medical Affairs/Agency partnership with the intent of establishing an enduring collaboration



**Establish trust**



**Engage as partners**



**Anticipate challenges**



**Communicate often**



**Set and revisit expectations often**

## The collaborative process—a road map for success

Align on a narrative



Align on a creative vision

Develop the visuals in stages



Amortize assets



### For more information

about how you can activate your possibilities in Medical Affairs, please contact:

Melissa Rondeau, PhD  
EVP, Clinical Services  
mrondeau@symbiotix.com

Be sure to visit us online at  
[www.symbiotix.com](http://www.symbiotix.com)

**symbiotix**  
Scientific. Activation.