

BRIDGING THE GAP BETWEEN ART AND SCIENCE

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



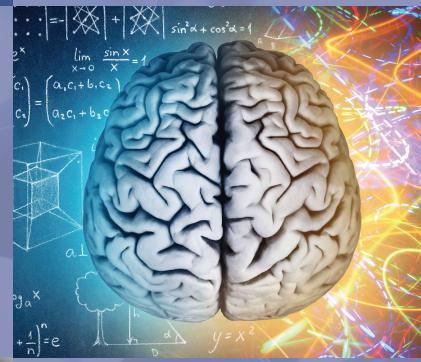
The volume of scientific information is overwhelming

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



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

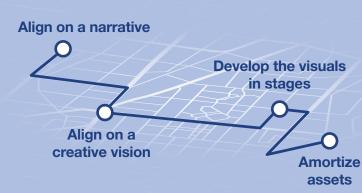


Communicate often



Set and revisit expectations often

The collaborative process—a road map for success





For more information

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

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