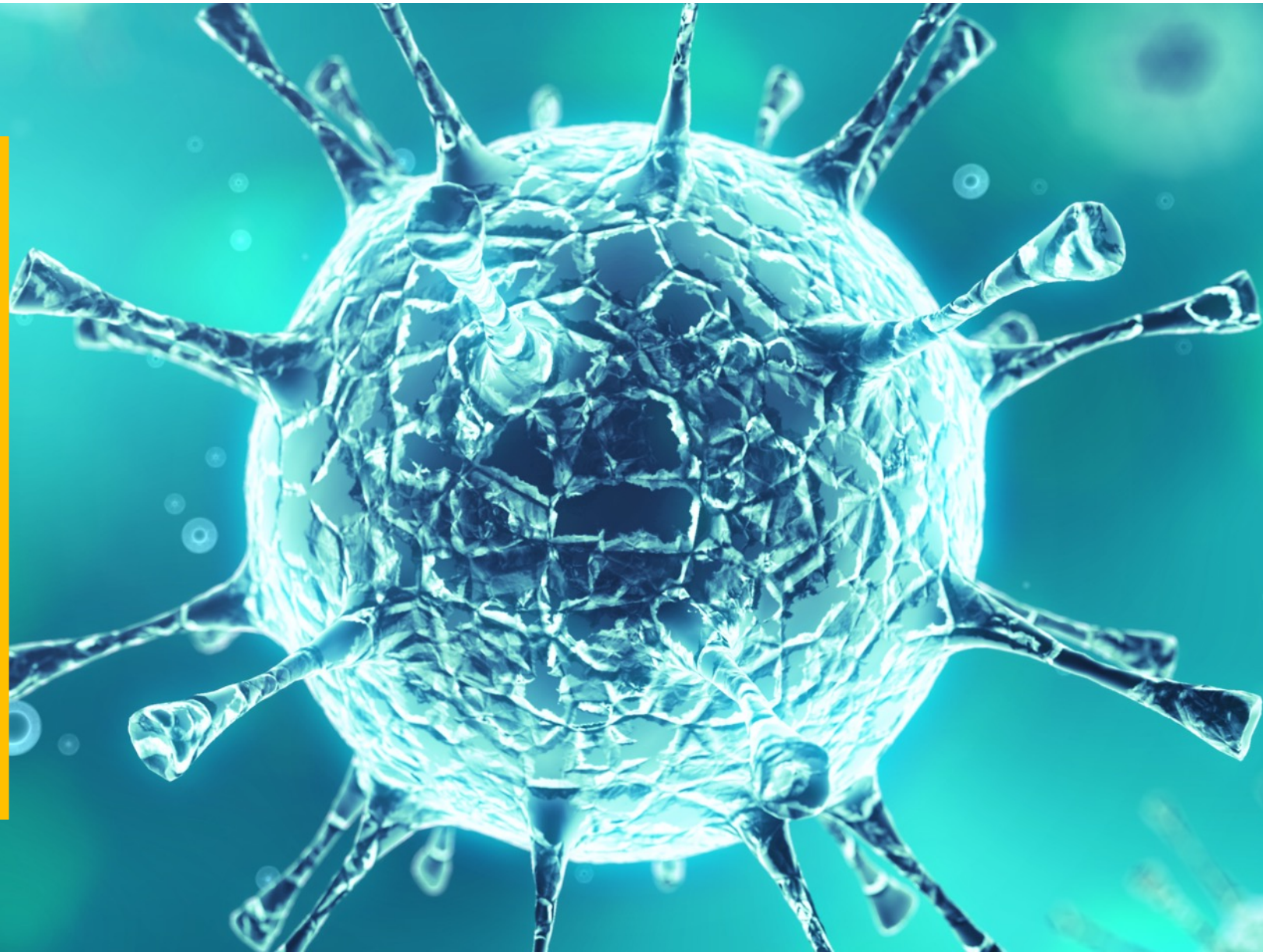


CASE STUDY

Implementation of a Pivotal Clinical Trial Communication Plan



Top 5 Pharmaceutical Company

Implementation of a Pivotal Clinical Trial Communication Plan

THE CHALLENGE

- Publication and subsequent communication of the results of the first completed phase 3 trial of a novel breast cancer drug the results were widely anticipated.
- Following submission of the publication manuscript of the pivotal study manuscript to a high-tier journal, the task at hand was to release study-related medical education material on same day as publication.
- The client required communication of the key results and discussion points to all internal and external stakeholders in an easily comprehensible format.
- The challenge was to coordinate approval of global teams and to ensure that the educational material was ready for on-time release worldwide.

THE APPROACH

- Enago deployed a dedicated team of expert scientific writers, graphic designers and a project manager.
- Our team provided creative communications solutions for the target audiences. The program included an interactive slide presentation, an annotated PDF, an abstract video, and a alert on the publication of the launch-critical study.
- Project management ensured timely global approvals, milestone-based project progress, quality assurance on-time, on-target delivery .

Launch Critical Clinical Trial Publication and MedEd Material

Manuscript



Annotated PDF



Publication Alert



Abstract Video



THE IMPACT

- The client disseminated worldwide communication on the pivotal trial publication in different formats on the day of publication.
- The interactive publication PDF and the publication alert were released to internal Medical teams and external stakeholders.
- The interactive scientific presentation and abstract video informed the Medical and Scientific Liaisons and their HCP contacts of the novel advances and significance of the pivotal study publication.

CASE STUDY

An Interactive Product Onboarding Tool



Top 10 Pharmaceutical Company

An Interactive Product Onboarding Tool

THE CHALLENGE

- An extensive library of primary and secondary research publications and medical education and training materials existed for an established neurology product. The material was available but difficult to access because it was scattered over various portals and platforms.
- The client had an unmet need to organize the product information so that the complex scientific content was easily accessed by Field Medical Excellence (FME) teams in an easy-to-use format.

THE APPROACH

- The Enago team and client worked together to gather input from Medical Directors and the FME board.
- The Key training resources, publications and other materials available on the various FME portals, scientific, and commercial Share Points across different geographies were identified.
- A storyboard was developed and packaged as an interactive PDF. This novel tool transformed new-hire learning into self-paced, easy-to-access and navigate modules.
- The onboarding tool featured a high-level disease and product overview with links to current product resources, key clinical data, and medical and clinical updates.



THE IMPACT

- An innovative, user-friendly tool ensured easy access of a library of information essential for effective onboarding of new Medical and Scientific Liaisons on FME brand teams.
- A common knowledge base is now available to all FMEs and Medical Teams globally to provide complex content in an easy-to-use format.
- Field associates can access real time product and disease information to support their communication with healthcare professionals.



CASE STUDY

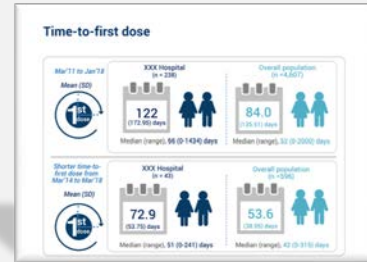
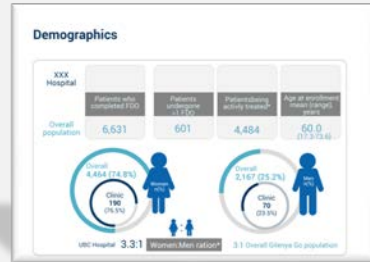
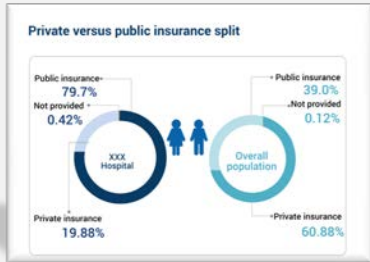
Local Adaptation of a Global Medical Product Launch Package

CASE STUDY

Disseminating Multicenter Clinical Trial data: A Creative Approach



Disseminating Multicenter Clinical Trial data: A Creative Approach



THE CHALLENGE

- The client asked us to extract the patient data obtained at each of ten clinical study centers and present the key results in a compelling format that would be easily understood by all stakeholders.
- The task was to format and compare the data from each of ten study centers comprising the complete results of a multicenter study.

THE APPROACH

- We began with the clinical study and statistical summaries backed up by the tabulated raw study data outputs sorted by individual study center.
- Our client-specific team of scientific experts and writers worked with creative graphic design specialists to prepare sample solutions for presentation to the client.

THE IMPACT

- Enago Life Sciences delivered a slide presentation that communicated the key overall and individual study center results with a creative balance of text and graphics consistent with client branding and design requirements.
- The analysis ensured that all stakeholders were well informed of the data from each participating study center within context of the umbrella study.
- The project was well received by the Medical staff and HCPs at the study centers and medical affairs and study coordinators at the pharma company.