

parexel®

Engaging those who
matter most.

Medical Communications






»»» Heartfelt connections

Engagement is more than just communication; it's a connection with data that has meaning. At Parexel, we combine therapeutic expertise with creative solutions to tell an authentic story that is as simple and compelling as it is scientifically sound—strongly connecting your product with the needs of patients, their caregivers, and physicians, engaging them at every step.

We keep patients at the heart of everything we do. And because the importance of the patient's voice is deep-rooted in our culture at Parexel, it is fundamental to our approach to communications.

*With Heart*TM



>>> A communications strategy that delivers value at every step

A robust scientific communication platform (SCP) follows a carefully thought-out strategy that delivers on clearly articulated objectives. At Parexel, we leverage insights from our patient and physician partnerships to develop a more targeted communications strategy that better meets stakeholder needs. We work alongside you to understand your mission, values, and passion for what you do and carefully translate that into communications that engage all stakeholders at each step of your journey.

As part of a global clinical research organization, we continuously evolve our approach to communications, adapting to the ever-changing market. We're also able to combine our comprehensive portfolio of medical communications services with the power of Parexel's broader therapeutic, clinical development, regulatory, and market access expertise. As a result, we have meaningful insight into the needs of your stakeholders – patients, physicians, regulators, and payers, helping us develop more effective communications.



In the past three years, we have developed over

 **50** **Scientific Communication Platforms (SCPs)**

for many different therapeutic areas, single products, and complete product portfolios

An in-house team of over

 **190**

highly trained scientific writers, communications strategists, events experts, and creative and digital specialists develop innovative multi-channel communications

Extensive expertise in

 **20+**

therapeutic areas, including oncology, rare diseases, and neuroscience



»»» Creating accurate perceptions through expert relationships

Expert partnerships are pivotal in shaping scientific and medical understanding of your product and the unmet needs that it addresses. We have an extensive global network of in-house and external experts to provide real-world insights and guidance to help strengthen your relationships with scientific, medical, payer, and other healthcare expert communities.

Events for information exchange and relationship-building are key to meeting objectives, including advisory boards, steering committees, symposia, expert forums, global investigator meetings, and educational webinars. We identify and engage the right opinion leaders, design a thought-provoking agenda, optimize the participant experience and manage all aspects of execution for the event.



99%

of participants rated our overall event **quality** as good, very good, or excellent





»»» Engaging and educating patients and sites

Elevating the patient voice is intrinsic to what we do. Our Patient Engagement Specialists regularly collaborate with patients and caregivers through Parexel's Patient Advisory Council. With their insight, we understand how to create educational materials that are accessible to diverse patient populations and truly resonate.

In a crowded clinical trial environment with high competition for investigators, it's essential to quickly secure interest in your study to onboard the right sites. With our extensive network of physicians of more than 20,000 investigators across all therapeutic areas, Parexel understands the day-to-day challenges investigators face – we speak their language. We can help you capture attention and commitment from busy sites by creating ongoing scientific dialogue and engagement at every stage. Whether at an investigator meeting or through study materials – we not only help to educate, enrol and retain sites but also generate a compelling creative concept to drive interest and a sense of community throughout the study.

»»» Communicating product evidence through credible publications

Communicating the value of your product by presenting clinical and real world evidence through peer-reviewed publications is fundamental to your success. Developing a publications strategy in line with compliance guidelines requires experienced planners who understand your goals and the needs of your audiences. Execution can be even more complex - translating data into scientifically sound insights requires skilled medical writers. The publication must evolve scientific thinking, challenge the status quo, and inspire action.

With over 30 years of experience in strategic publication planning across many therapeutic areas, Parexel is a publications powerhouse. Our portfolio of digital publication and congress solutions helps companies engage and inspire audiences, streamlining complex data and measure impact – all powered by our expert team, many of whom are active members of the International Society of Medical Publication Professionals (ISMPP).



In the past five years, we have created and managed over



120

strategic publication plans, including the development of hundreds of congress publications and manuscripts



With Heart™

»»» We're always available
for a conversation

www.parexel.com/medical-communications

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