

## MEDICAL AFFAIRS LIFECYCLE (PRE-CLINICAL TO POST-LAUNCH)

# Transforming the Nature and Impact of Scientific Exchange.

Aligning with Medical Affairs or Commercial functions, our team can develop and execute comprehensive medical communication solutions that draw on scientific rigor, creative storytelling and strategic thinking in equal measure. We excel at distilling science at its most complex down to effective messaging for internal stakeholders and clinician audiences to address their unmet needs. We then leverage omnichannel media based on digital behavior analysis for maximum message impact.

Distinguishing ourselves further as scientific and medical communications partners, we recognize the growing demand for measurement among Medical Affairs groups. Our team develops customized tools to quantitatively measure the impact of medical affairs activities through sentiment analysis and other means. We can help our clients realize their internal goals for optimization of spend, effort, channel utilization and overall resources.

Using Real Chemistry's proprietary technologies and methodologies, we can create scientific content that:

- Fosters deeper, more personalized engagement with HCPs,
- Drives disease state understanding and product awareness, and
- Promotes better patient outcomes.



### Medical Strategy, Market Shaping and Launch Planning

Using our market and landscape analytics from a medical perspective, we facilitate unique workshops that inform the development and positioning of scientific narratives, MOA/MOD scientific creative assets and scientific platforms within the competitive landscape. We measure tactics' impact in the identified stakeholder populations, allowing for ongoing optimization of these strategies.



### Data Dissemination

The dissemination of differentiating data within the broader therapeutic landscape is key to the awareness and education of new modalities, relevant patient types and updated treatment algorithms. We drive data dissemination efforts, including foundational strategic work, launch planning, congress planning, abstracts, posters, presentations and publications, data gap analyses and advisory boards. In addition, we utilize social media and other digital approaches to engage HCPs with the latest data, mechanisms of disease and mechanisms of action.



### Omnichannel Strategy

In conjunction with traditional data dissemination, we developed an approach called Seamless Science™ that will provide healthcare professionals with personalized scientific information about products and disease states in the time, place and manner they wish to receive it. Using Real Chemistry's data & AI solutions, we operate at the intersection of medical strategy, medical creative, digital strategy, analytics and omnichannel execution and deliver measurable impact in scientific communications, regardless of the stage in a product's lifecycle. This starts with an omnichannel workshop to assess the future vision, then moves quickly to digital enablement and a full omnichannel activation plan, all while maintaining full compliance with appropriate regulatory guardrails.



### Medical Communications

Utilizing our intra-agency partners and omnichannel expertise, our team enables the deployment of key data and scientific communications and disease/therapy educational communications across multiple platforms. We facilitate these efforts through means such as peer-to-peer education programs, podcasts and web/media broadcasts, patient/caregiver educational campaigns, congress symposia, KOL engagement and clinical trial support.



### Medical Science Liaison (MSL) Activities

The need to communicate increasingly complex scientific information about novel biopharma products and personalized medicines is driving growth in MSL-driven engagement. We help to shape and support all communications delivered by MSLs in the field, as well as help to develop peer-to-peer education programming for MSLs. This includes MSL training materials, content, education kits and tools for KOL/KOI engagement.