

IMPORTANCE OF IMPACTFUL MEDICAL INFORMATION CONTENT

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Medical Information (MI) services have continued to evolve over the years, from traditionally providing toll-free numbers and call center support to now providing multi-channel services to improve healthcare professional and patient engagement. Technology has advanced, and healthcare professionals' and patients' needs and preferences have changed.

Pharmaceutical companies now need to have **technology and innovation roadmaps for omnichannel solutions** to ensure communications occur effectively through the patients' and providers' preferred channels (Figure 1).

As important as having multiple channels is for outreach engagement, ensuring fit-for-purpose content and format is equally important. Content must be user-friendly, easy to navigate and most digestible for all stakeholders. MI departments are transforming content by leveraging infographics, interactive content and other creative formats to better meet the needs of patients and healthcare professionals.

Over the past few years, the industry has evolved outreach best practices to meet patient and provider

preferences, leading to an omnichannel experience. [phactMI™](#), a non-profit collaboration of pharmaceutical company MI leaders dedicated to supporting healthcare professionals by providing quality patient care, has performed multiple surveys, gathering feedback and insights from different stakeholder types. Their survey outcomes have established the need to better understand the preferences of patients, payers and various healthcare professionals seeking medical information to ensure patients and providers are receiving the treatment support they need (Figure 2).

Understanding healthcare professional needs, best practices and industry trends can improve the identification of content requirements. It is crucial to understand which scientific response documents

Figure 1

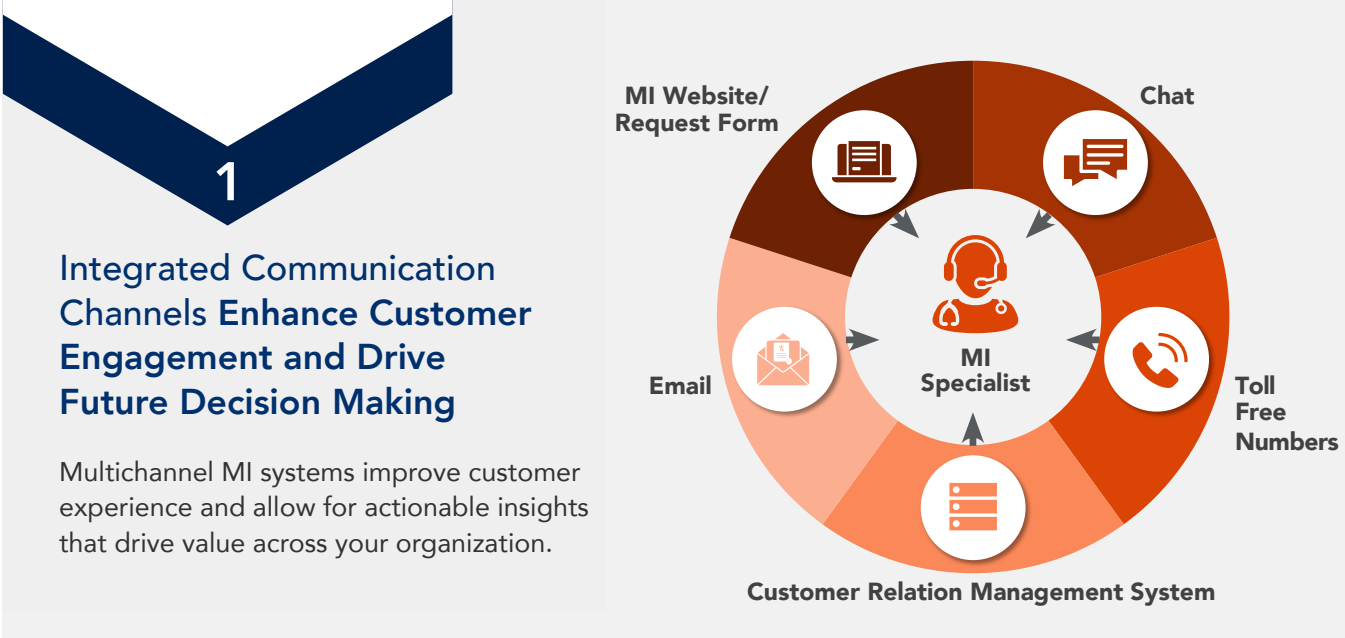


Figure 2

Best Practices & Industry Trends

MI content has been evolving from static, text-heavy materials to creative and innovative formats that are more digestible and easy to navigate. Also, specific formats for varied audiences improve utilization.



(SRDs), frequently asked questions (FAQs) or other content needs to be developed and prioritized for efficient, helpful outreach. In addition, understanding the right target audience and identifying the most beneficial format for that audience are crucial decisions for an impactful medical strategy, especially considering these responses are often used in clinical decision-making.

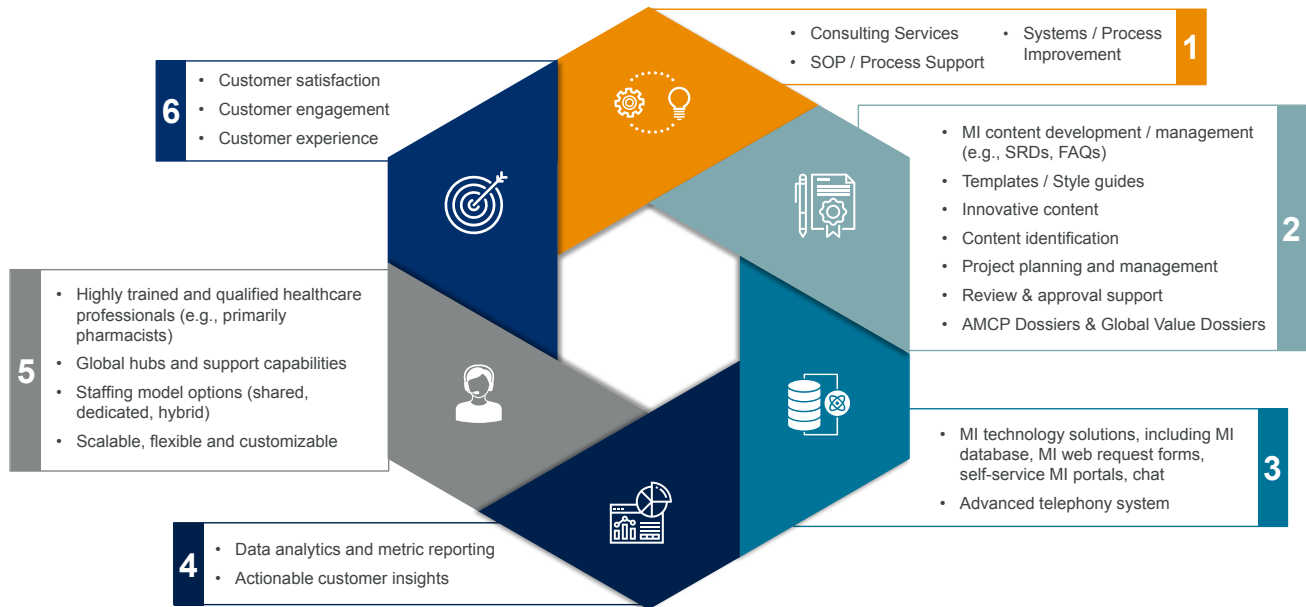
Other trends in MI content development have included leveraging component-based authoring tools and looking for ways to leverage content across multiple channels, including online self-service medical portals and chatbots, which leverage conversational artificial intelligence (AI). Additionally, companies are exploring how AI may be leveraged to more efficiently and effectively assist with developing and maintaining content — for example, improved literature surveillance to help ensure up-to-date content or enhanced search across databases and resource documents to identify and extract relevant content.

Other considerations when developing MI content are evaluating how MI content can be leveraged and utilized by other teams and departments and vice versa. This is particularly important to reduce redundancies and costs and ensure the company communicates with “one medical voice.” For example, when MI departments are developing FAQs, it is essential to consider how the FAQs can be easily leveraged by MI contact center agents (via both phone and live chat), internal MI teams and field medical teams (i.e., MSLs), or utilized at MI booths at medical congresses. In addition, developing comprehensive FAQ documents that are **interactive, easy to navigate and inclusive** of answers for different customer types can have tremendous value and utility.

Whether you are looking to prepare MI response documents for a new product launch, support maintenance of an existing MI response document library or update your content format and design; or you need assistance with custom response document development, EVERSANA can help. EVERSANA offers end-to-end integrated global MI services, including MI content development support ([Figure 3](#)).

Figure 3

End-to-End Integrated Global Medical Information Service Offering



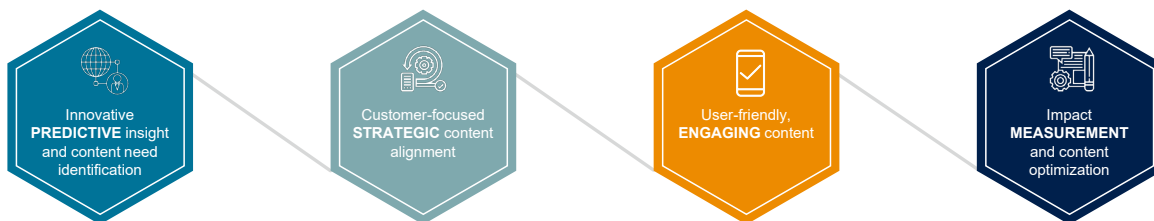
With more than 20 years of MI experience and expertise supporting branded, generic, biosimilar, OTC, medical device, digital therapeutics and veterinary products on the front lines, we have provided crucial insights into client, healthcare professional, and patient needs.

At EVERSANA, our leadership team has extensive experience in tracking current and developing industry trends and best practices and developing MI content when preparing for a new product launch (Figure 4).

Figure 4

Why EVERSANA's Medical Content Development Services?

Achieving and sustaining results requires a passion for innovation, client delight, and continuous improvement



With expertise in **end-to-end medical information solutions**, EVERSANA is uniquely positioned to...

- **Transition from** developing content primarily for **healthcare professionals** to having content for payers and patients/consumers/caregivers as well.
- **Understand your target audience** and content needs.
- **Provide huge internal data repositories and insightful dashboards** to further understand stakeholder preferences and content needs.

With a focus on **patient-minded** values, EVERSANA integrates one medical voice while **ensuring compliance requirements** to facilitate effective clinical decision making and positive patient outcomes through...

- Expertise to ensure **content alignment** with scientific platforms, publication plans, scientific lexicons, and medical strategy.
- Capabilities in **building knowledge repositories** aligned with customer strategies
- Expertise in developing **truthful, non-misleading, accurate, balanced, scientific and non-promotional** content
- **Literature surveillance** capabilities

With a focus on **winning together**, EVERSANA understands the need for stakeholder preferences, efficiency and quality while delivering medical information content solutions. We provide...


- A strategy for writing scientific responses that allows the **right information to be delivered in the right format to the right stakeholders.**
- The development and dissemination of medical information content with **digital** in mind to support **omnichannel** delivery of information.
- Expert resources to ensure **minimal oversight** and resource burden of clients.

With a focus on **client delight**, EVERSANA understands the need to ensure the right level of support for the end users, modifying the approach when necessary. **We own every client experience and its impact on results with...**

- Capabilities to **track stakeholder feedbacks** and ensure content optimization.
- Established checklists and plans to ensure **alignment with latest product labelling and new publications.**
- Established checklists and plans for **review and approval** of medical information resources.

At EVERSANA, we partner with our clients and follow a comprehensive process to support their MI content development needs and timelines, including assisting with the following (Figure 5):

- ✓ Building knowledge management repositories
- ✓ Developing templates / style guides
- ✓ Content needs identification
- ✓ Comprehensive project planning for content development
- ✓ Writing and developing content, including leveraging EVERSANA's agency and creative teams to assist with innovative content formats
- ✓ Client-defined review and approval process

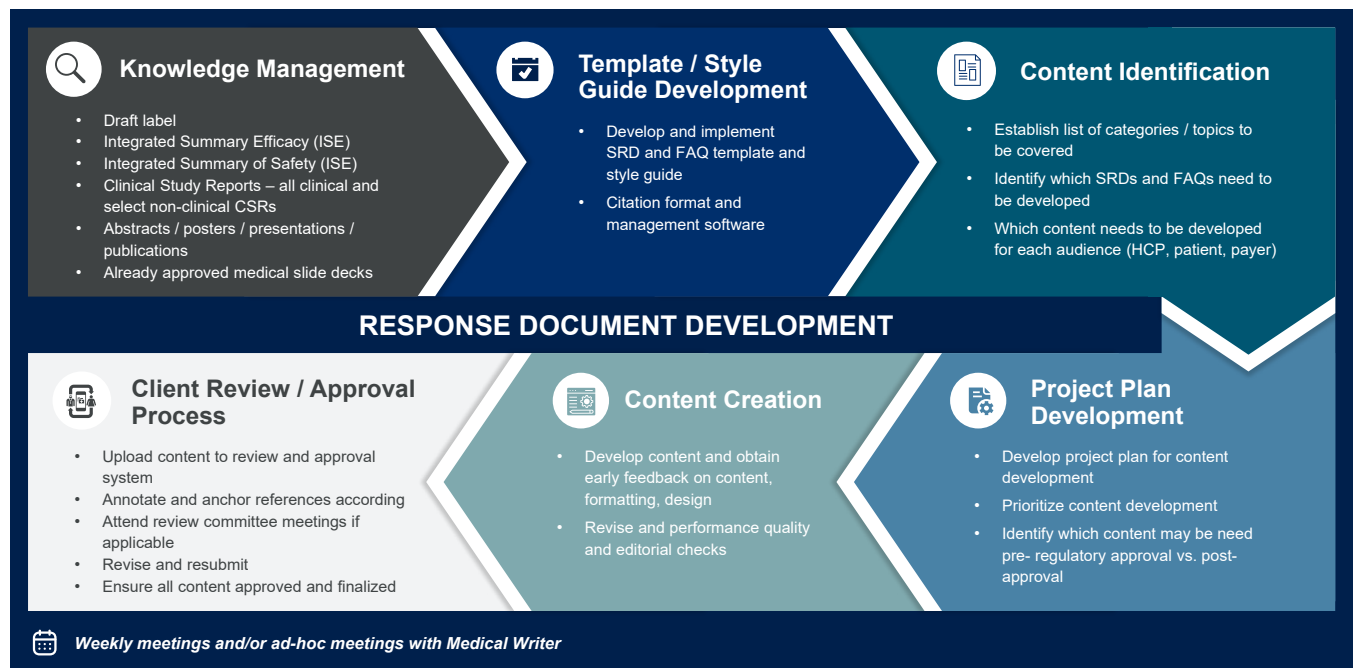


Contact us today to learn more about our medical information services and how EVERSANA can assist in meeting your needs.

Figure 5

MI Content Development Process

Outline of process for managing and developing new MI content in preparation for launch.



About EVERSANA™

EVERSANA is the leading independent provider of global services to the life sciences industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product life cycle to deliver long-term, sustainable value for patients, prescribers, channel partners and payers. The company serves more than 500 organizations, including innovative start-ups and established pharmaceutical companies, to advance life sciences solutions for a healthier world. To learn more about EVERSANA, visit EVERSANA.COM or connect through [LinkedIn](#) and [Twitter](#).

