



Integrated evidence strategy and communication

Immuno-oncology complex cross-portfolio
strategy working across multiple assets
and teams, including combinations

Proactive medical and scientific communications portfolio strategy

Challenge

- Scientific communications team expecting a 'data tsunami' from multiple clinical trials, tasked with effectively communicating data internally and providing relative content for external communications
- Data from ~1200 studies/analyses expected that needed to be organized and communicated, encompassing multiple products at various stages of development and life cycle (including multiple indications and external audience groups)
- Multiple, time-starved internal stakeholders including commercial, clinical, other Medical Affairs functions, corporate/investor relations, and collaboration coordinators
- Creating a cohesive cross-functional strategy, plan, and compelling story (showing potential evolution of narrative over several years)
- New agency, first project

A data tsunami!

We need a plan and a story to hold it all together and drive the conversation



Bringing together different stakeholder groups and aligning on a common vision

Discovery and preparation

Data immersion

Draft architecture and narrative

Re-scoping client meeting

Stakeholder interviews and surveys

Workshop rehearsal

Half-day cross-functional interactive workshop

- Landscape overview
 - Competitor viewpoints
 - Benchmarking
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- Vision



- Core scientific communication pillars
- Sub-pillars
- Special topics
- Narrative essence
- Key differentiators

Creation and refinement

Draft strategic plan and narrative

Refinement workshop

Final strategic plan and narrative

Stakeholder meetings

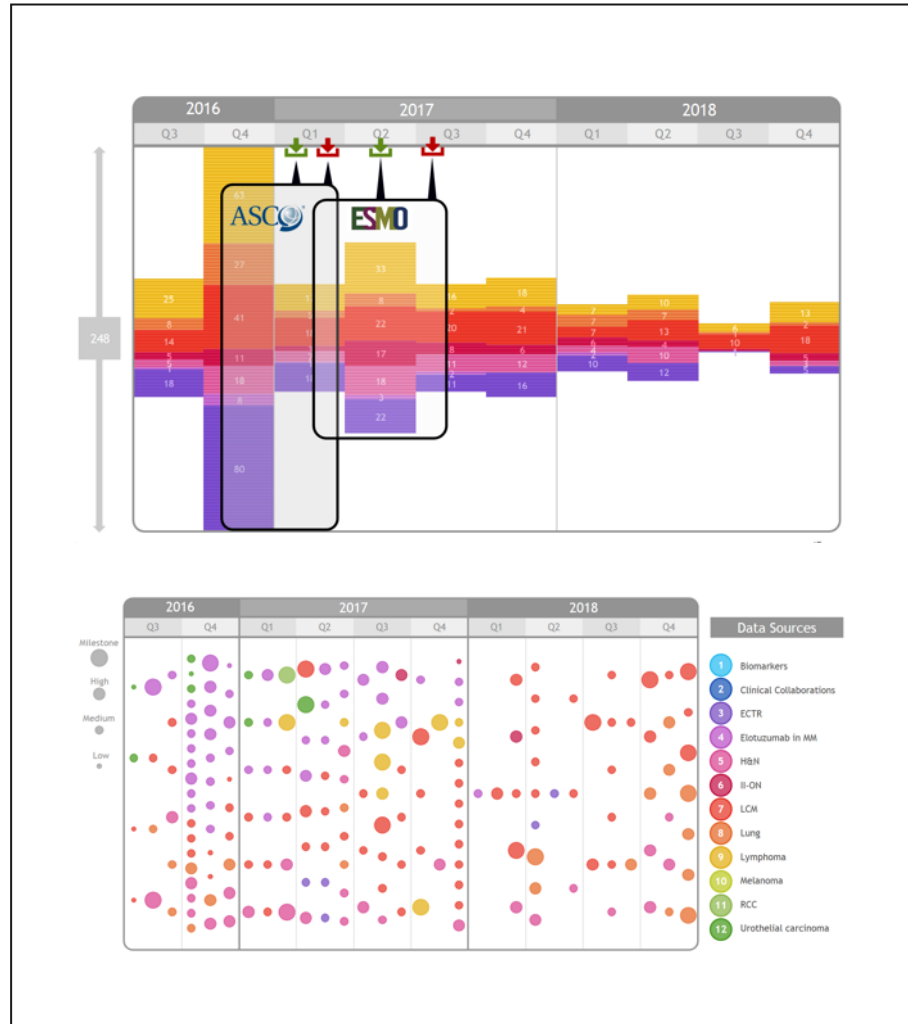
Data mapping and gap analysis

Finalized architecture and narrative essence

Workshop summary and action plan



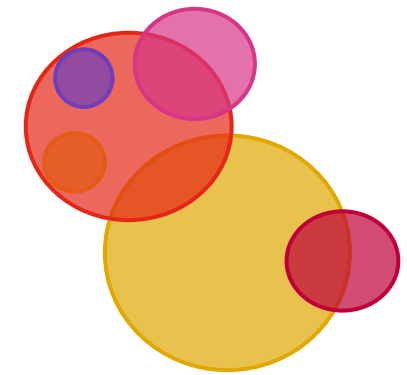
Smart and agile visualization of data, allowing stakeholders to communicate across different customer bases



Key congresses are natural scientific story anchor points – using our strategic planning tool, we were quickly able to identify key data and available evidence to create a clear and consistent scientific narrative that evolved over time



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Final outputs and dissemination

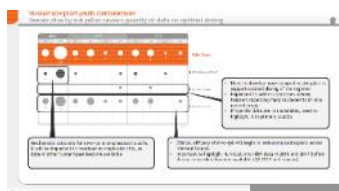
1 Final full strategic plan and narrative



At-a-glance strategic overviews, including narrative by specific communication pillars



Weighted data mapped to communication pillars, sub-pillar, and special topics

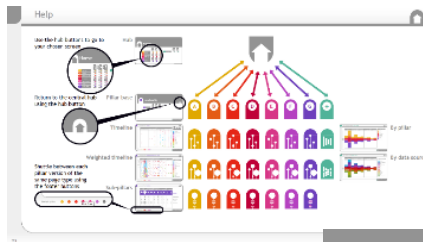
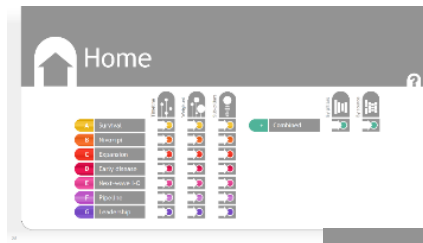


Strategic commentary and recommendations to address critical gaps

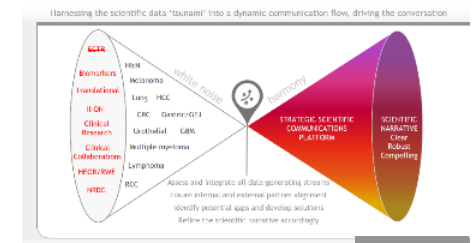


Narrative evolution/flow, using regulatory milestones and congresses as anchor points

2 Interactive live tool



3 Senior executive presentation



4 Interactive quarterly internal newsletter



Results

A formal performance review revealed that we were, by far, the highest rated agency/consultancy

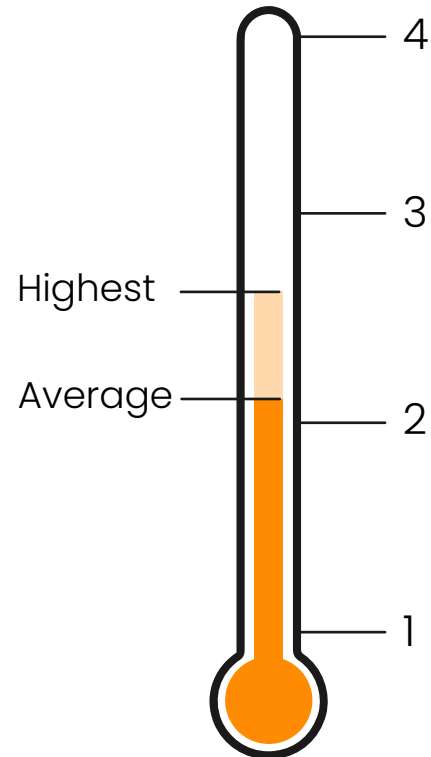
Key evaluation criteria

A Strategic leadership and partnership (25%)

B Quality of delivery and deliverables (40%)

C Overall account management and financial stewardship (35%)

Amazing, especially after only 9 months... We love your culture and want that here!



Other agencies of record (>3 years in role)

