

**ABC**

**Adrian Brown Consulting**

**SPARK CHANGE**

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Strategic communications planning and the role of the MedComms agency – a MedComms Networking Event – 5 April 2017

## Strategic communications planning and the role of the MedComms agency

- Identify the major communication initiatives employed by pharmaceutical companies at each stage of the drug's life cycle
- Understand the time and place for education, sharing information and promotional activity
- Recognise the roles and value that MedComms agencies add

# Strategic communications planning



“Gaining product adoption and usage through systematic, planned dissemination of key messages and data to appropriate target audiences at the optimum time using the most effective communication channels”

# Successful product differentiation

- Positive key messages based on customer needs and evidence based scientific data are needed to differentiate your product
- During the clinical development stage, data may support the positioning or highlight gaps
- Important to regularly assess competitor messages



# Market and customer needs

- What needs should we satisfy?
- When and to whom do we say it?
- Where do we say it?
- Who should say it?



# Market research

- Prelaunch
  - Identify market needs
  - Evaluate strength of competitors
  - Pricing
  - Test positioning concepts and messages
  - Creative concepts
- Launch
- Post launch
  - Customer uptake and satisfaction



# Clinical studies

- Prelaunch
  - Preclinical
  - Phase I/II
  - Phase III
- Launch
- Post launch
  - Phase IIIb/IV
  - Post market surveillance
  - Real world data
  - Sponsored investigator studies



# Advisory boards and KOL activity

- Prelaunch
  - Clinical insights
  - Define market/customer needs
  - Study design and protocols
  - Refine clinical strategy
  - Advice and authorship
  - Positioning refinement
- Launch
  - Authorship of publications
  - Spokespeople
- Post launch
  - Review clinical strategy
  - New indications
  - Authorship of publications



# Publications

- Peer reviewed publications
  - Abstracts
  - Posters
  - Primary papers
  - Review papers
  - Journal supplements
  - Open access



# Meetings and congresses

- Presentation of clinical data to key target audiences
- Closed meetings
  - Standalone
  - Invited only
- Open meetings
  - Therapy area related congresses



# Advocacy groups

- **Advocacy groups** use various forms of **advocacy** in order to influence public opinion and/or policy
- Increasing important role
- Provide insight into real patient needs
- Provide a powerful voice and may support market access activities



# Market access

*'Market access is the process to ensure that all appropriate patients who would benefit, get rapid and maintained access to the brand, at the right price'*

- A value based process
- Fundamental to reimbursement



# PR

*'Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour'*

- Press relations
- News stories
- Market awareness
- Crisis management

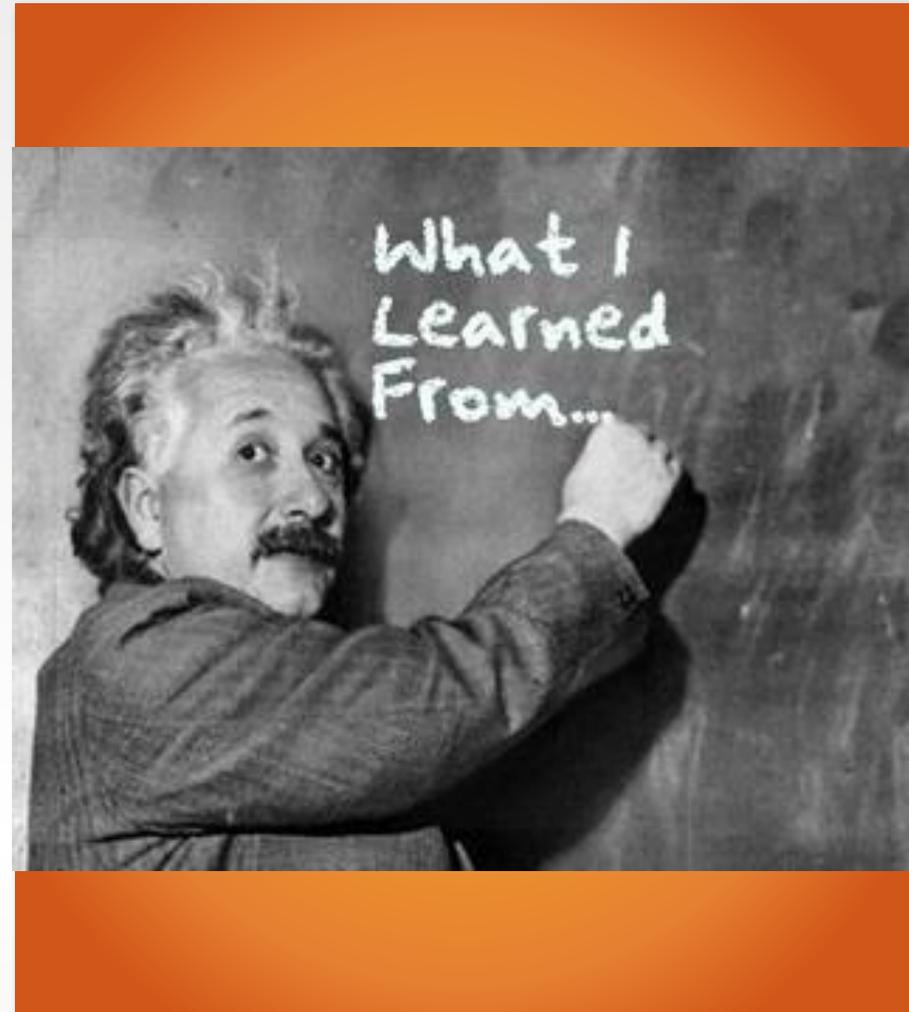






## Strategic communications planning and the role of the MedComms agency – take home messages...

- Strategic communications planning is essential
- Do it early and keep reviewing
- MedComms agencies have a key role to play in the planning and execution these activities



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