

Introducing Envision Pharma Group

Andrea Cifelli, Global Operations Lead

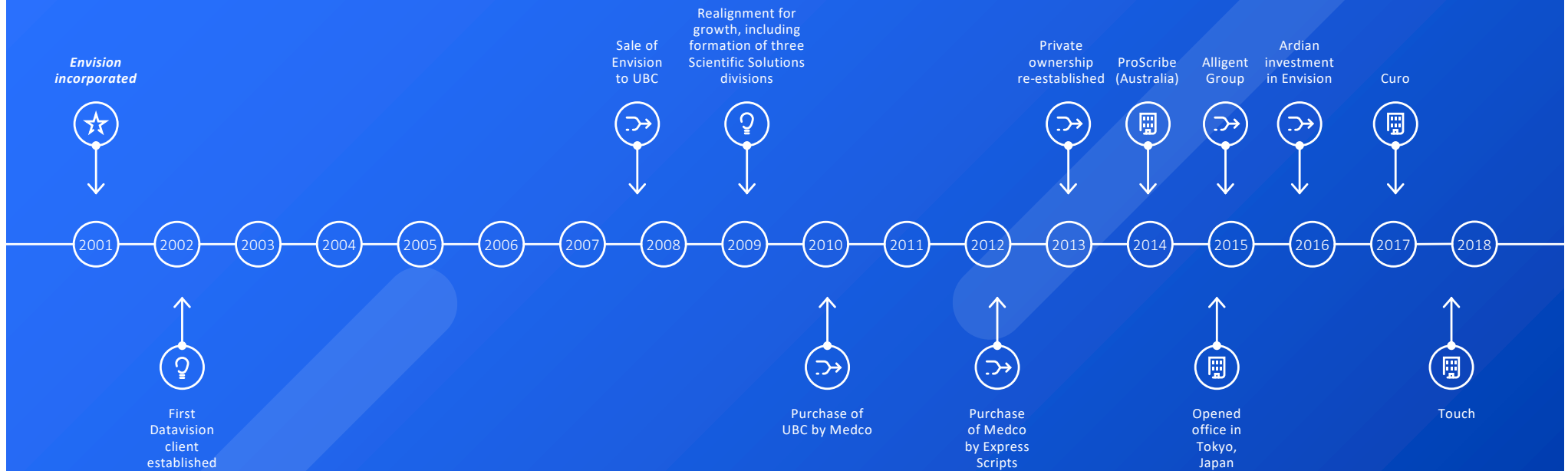
May 2019



Who are we?

HISTORY of Envision

DEVELOPMENT OF ENVISION PHARMA





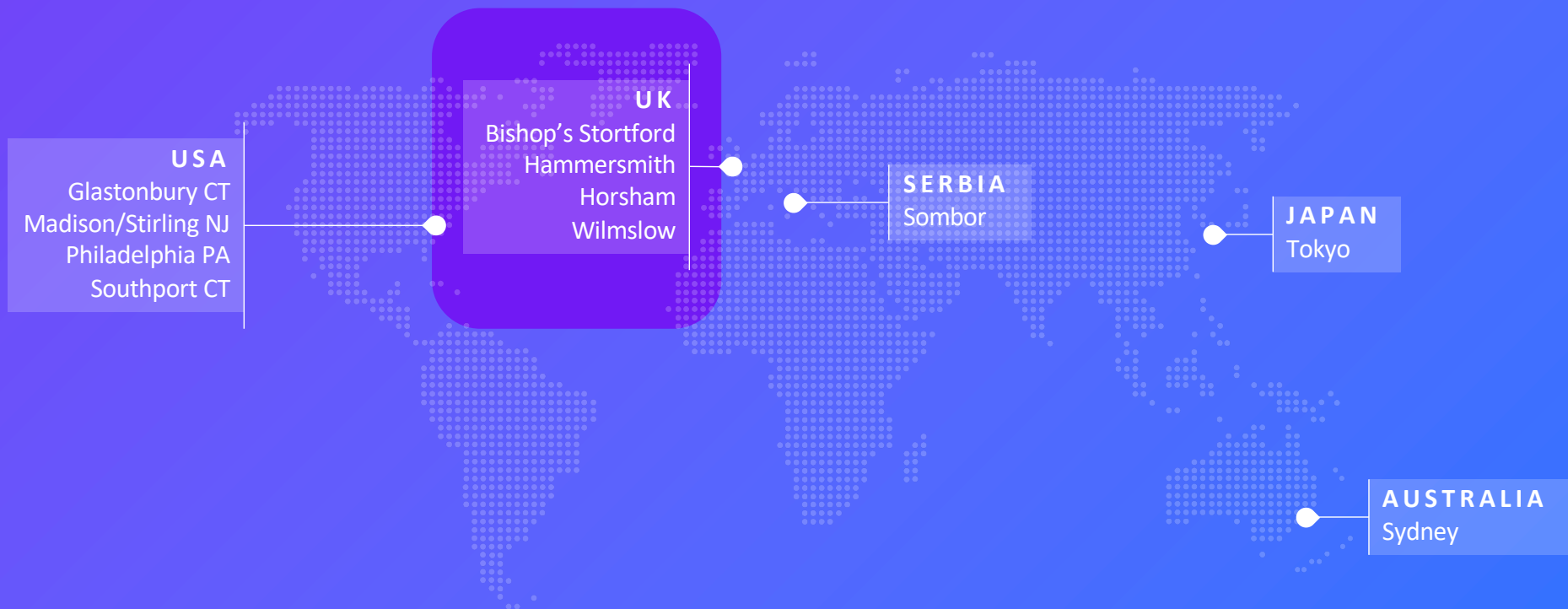
The Envision Pharma Group 'Family'





A global leader in medical communications

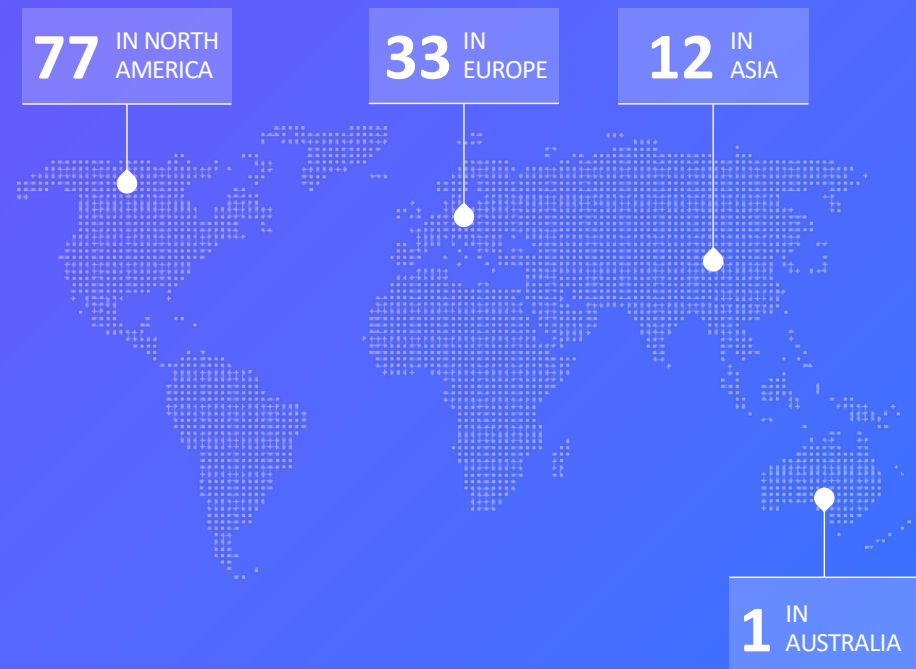
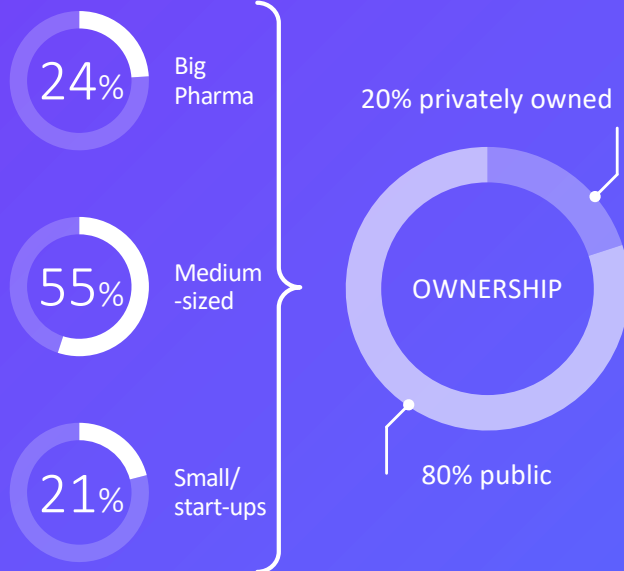
700+ employees 12 offices 4 continents





We partner with companies of all types

CLIENT HEADQUARTERS LOCATED ACROSS THE GLOBE





Scientific excellence is at our core...

- 250+ highly-educated writers
- Expertise in >30 key therapy areas



RETENTION OF STAFF

94% staff retention



HIGHLY EDUCATED

90% have advanced degrees



COMPLIANCE TRAINED

100% of writers trained in pubs or medcomms compliance



CMPP CERTIFIED

50% of total but the majority of publications writers



HIGHLY EXPERIENCED

50% with over 5 years' experience



GLOBALLY LOCATED WRITERS

51% of writers non-US; 49% US based





What do we do?



We provide...





Publications support is a key Envision Pharma Group core competency...



**Strategic
publication planning**



**Tactical
implementation**



**Publications
writing**



**Digital
publications**

Proud contributors to advancing publications practices
across the industry

- Authorship of the (new) GPP3 guidelines
- Authorship of the Global Publication Survey
- Directors and Chairs of Core Committees of ISMPP
- Presentation at ISMPP and Peer Review Congress
- ISPOR Task Force membership and abstract review panel
- Foundation of the Global Alliance of Publication Professionals
- Representing the Committee of Publication Ethics
- Publishing research on publication practices



...supported by industry-leading technology

iEnvision
My World Connected...

Dv **Datavision**
Powered by iEnvision

The illustration below shows three office workers at their desks. A network of glowing lines and icons connects their workstations, symbolizing a unified and supported technology environment.



...but we support clients from strategy to execution across all channels

MEDICAL AND COMMERCIAL STRATEGY SUPPORT AND PLANNING



Medical Strategy



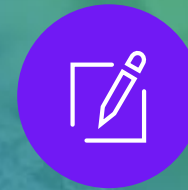
Scientific Platform



Thought Leader Engagement



Scientific Intelligence



Strategic Communications Planning

TACTICAL DELIVERY



Publications



Medical Communications



Training
(internal & external)



HEOR



Live Scientific Meetings

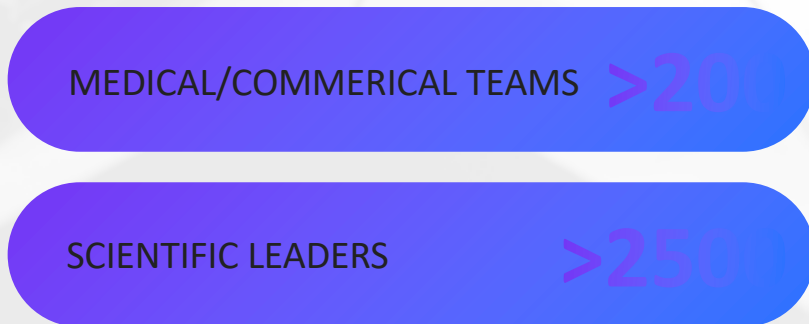


EXECUTES:



Each year Envision...

ENGAGES WITH:





Envision the Patient: Powering Patient Voices



- Our dedicated team and a framework guiding all of Envision's patient-centered programs
- Launched in 2017
- Driven in collaboration with external patient experts
- Working with clients and patient partners to build understanding and open up dialogue



PM Society: Events & Exhibitions Gold Award Winners





In a nutshell...





Patient stuff



POWERING PATIENT VOICES

ENVISSION PHARMA GROUP
Envision Pharma Group, Australia, Japan, USA, UK

12TH ANNUAL MEETING OF ISMPP

Who engages with patient-centered, peer-reviewed publications? Tweeting of JAMA Patient Pages

Karen L. Woolley PhD¹, Elise Magatova PhD², Yukiko Hamma MPharm³, Emma A. Flatt PharmD⁴, Paul Lane PhD⁵
Envision Pharma Group ¹Australia, ²Japan, ³USA, ⁴UK

Clinical trials: do the patients get the thanks they deserve?

Bhatia R, Anthony B
Envision Pharma Group, Horsham, UK

ENVISSION PHARMA GROUP
Envision Pharma Group, Australia, Japan, USA, UK

5

Abstract

The aim of this study was to investigate the extent to which patient-dependent articles in the BMJ included a statement of thanks to patients. The study was conducted in the BMJ in 2016. The study was conducted in the BMJ in 2016. The study was conducted in the BMJ in 2016.

Introduction

- Patient-centric initiatives are becoming more common as healthcare policy has shifted towards a more active role for patients in disease management.
- On June 10, 2016, The British Medical Journal (The BMJ) launched a new strategy to promote patient participation.
- Relevant to publication professionals, authors, and sponsors. The BMJ will assess whether patient-dependent articles (ie, using patient data) across the spectrum in Table 1.
- Purpose: To investigate how often patients are thanked in patient-dependent publications in The BMJ.

Table 1. Questions asked by The BMJ from authors of patient-focused manuscripts

- Did you include patients, service users, carers, or people in the design of this study?
- Was the development and/or selection of outcome measures informed by patients, carers, and experiences?
- Were patients, service users, carers, or people involved in developing plans for participant recruitment and study conduct (if so, please specify how)?
- Have you planned to disseminate the results of this study to participants (if so, how will this be done)?
- Are patients thanked in the contribution statement or acknowledgment?
- For articles reporting randomized or related trials, did you assess the burden of the intervention on patient quality of life and health (if so, what assessment method did you use, and what did you find)?

Methods

- We conducted a search in August 2016, in Medline, the Journal Index "BMJ".
- The search was filtered by most recent publications first.
- Articles involving analysis of patient data were identified from the first 400 publications and assessed for:
 - Acknowledgments.
 - Thanking patients, ie, if a statement was included within the contribution statement or the acknowledgments section of the manuscript that specifically thanked them.
 - Thanking others.
 - Funding source.
- Acknowledgments were further broken down by:
 - Study design.
 - Patient population (adult, pediatric, or mixed).
 - Therapeutic area.
 - Geographic location of the corresponding author of the publication.

Results

Articles

- A total of 105 patient-dependent articles were identified.
- The most recent article was published on 2 July 2016, and the earliest article was published on 9 January 2012.
- Other geographic regions were Scandinavia (Sweden, Finland, Norway, and Sweden: 14/125 (12.8%); the rest of Europe (Austria, Belgium, France, Germany, Ireland, Italy, Netherlands, and Spain: 24/125 (19.2%); North America (Canada and USA: 14/125 (11.2%); and the rest of the world (Argentina, Australia, India, New Zealand, South Africa, and Vietnam: 8/125 (6.4%).
- The BMJ-based manuscripts most commonly thanked patients (68.8%, Figure 4), whereas Scandinavian-based manuscripts thanked patients the least (35.0%).

Figure 1. Patient acknowledgments

100% of patient-dependent manuscripts thanked participants.

Figure 2. Acknowledgment breakdown by group

Participating author group	Patients thanked (%)
Pharmacists	~95
Physicians	~85
Pharmacologists	~75
Pharmacovigilance	~65
Pharmacoeconomics	~55
Pharmacogenetics	~45
Pharmacokinetics	~35

Figure 3. Patient acknowledgments by therapeutic area

Therapeutic area	Patients acknowledged (%)
Management of chronic disease	~95
Pharmacovigilance	~85
Pharmacokinetics	~75
Pharmacoeconomics	~65
Pharmacogenetics	~55
Pharmacology/Pharmacology	~45
Pharmacokinetics	~35
Pharmacokinetics	~25
Pharmacokinetics	~15
Pharmacokinetics	~5

Figure 4. Patient acknowledgments by geographic location

Geographic location	Patients thanked (%)
BMJ	~69
USA	~11
Japan	~11
Australia	~6
Other	~3

Study Types

- The majority of articles used data from randomized controlled trials (40/105).
- Of these, 52 (60.7%) articles thanked patients, whereas only 9/52 (17.3%) articles that were not randomized controlled trials thanked patients.

Patient Population

- Most articles involved adult-only populations (8/125; 75.2%), followed by pediatric-only populations (10/125; 13.4%) and mixed adult + pediatric populations (14/125; 11.2%).
- A total of 28/125 (22.4%) articles only population studies thanked patients.
- Of 17 studies involving only pediatric patients, 12 (70.6%) thanked patients.
- In mixed population studies, 8/18 (44.4%) studies thanked the patient group for their data.

The therapeutic Area

- Patients were thanked in a higher proportion of manuscripts in the therapeutic areas of Management of Chronic Disease and Pediatrics (93.2% and 85.0%, respectively, Figure 3).
- The therapeutic area least likely to thank patients was Oncology (14.3%).

Industry Sponsorships

- Overall, 10 pharmaceutical company-sponsored publications were included in the study.
- Of these, two (20.0%) publications thanked patients for contributing their data to the study compared with 40/125 (32.0%) non-company-sponsored manuscripts.

Conclusions

- In patient-focused publications in The BMJ, patients were thanked ~50% of the time.
- Studies with pediatric-only populations were more likely to thank patients.
- Publications with authors from BMJ were more likely to thank patients than those from the EU or North America.
- As most of the articles in our research were published before launch of the patient partnership initiative by The BMJ, it will be important to conduct a similar analysis in the future to assess the impact of the initiative and whether the aims of the initiative have been realized.
- Publication professionals could use our results to highlight to authors and sponsors the importance of thanking patients in patient-dependent publications.

References

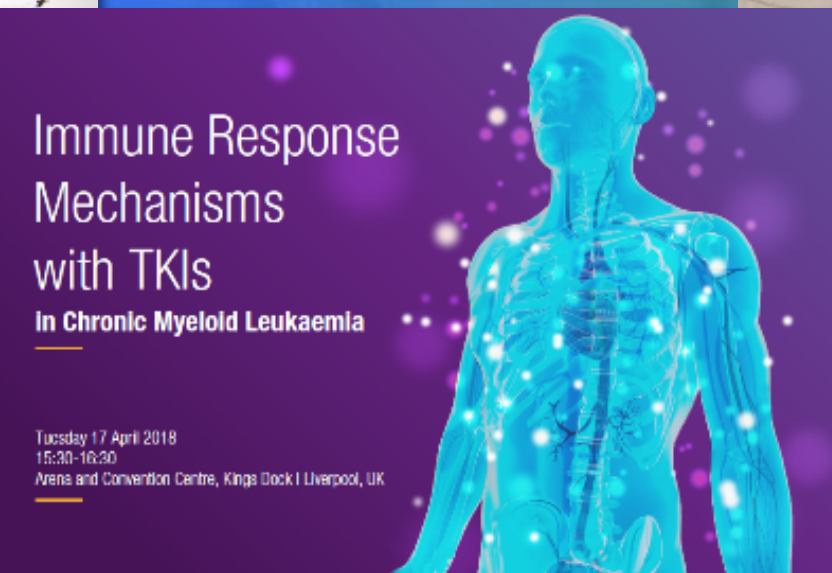
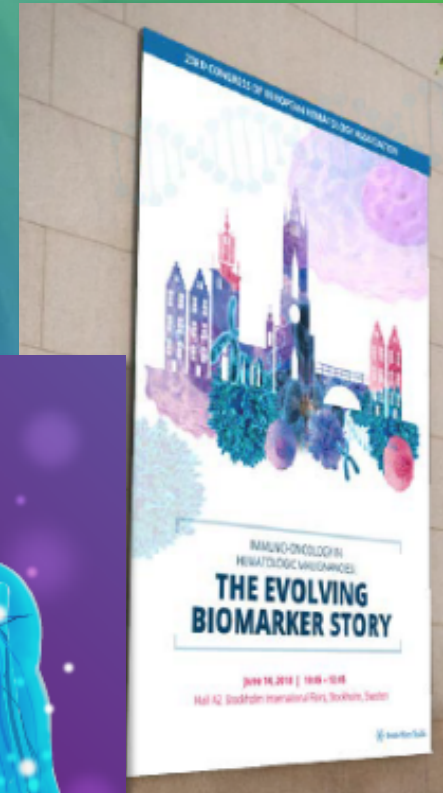
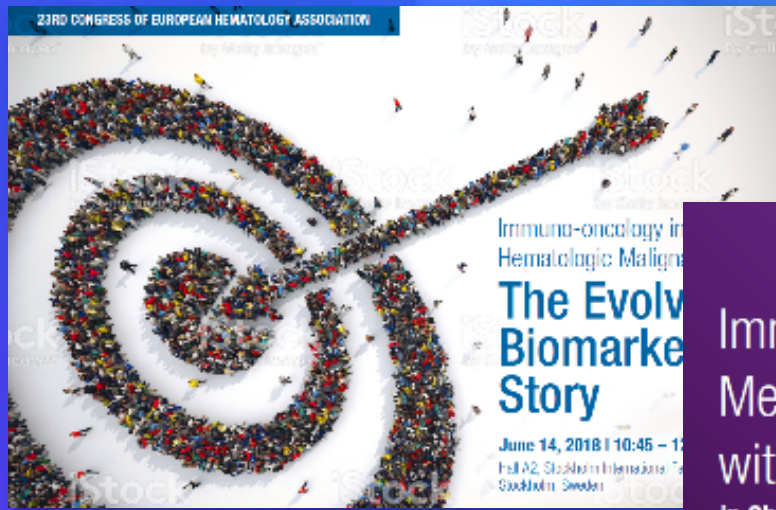
1. BMJ (2016) *Journal of Patient Partnership*. doi:10.1136/bmjpp-2016-000001

Acknowledgments

We would like to thank the BMJ for its leadership in supporting the importance of patient participation in research. We also thank the authors of the patient partnership initiative for their support. We thank the authors of the patient partnership initiative for their support. We thank the authors of the patient partnership initiative for their support.



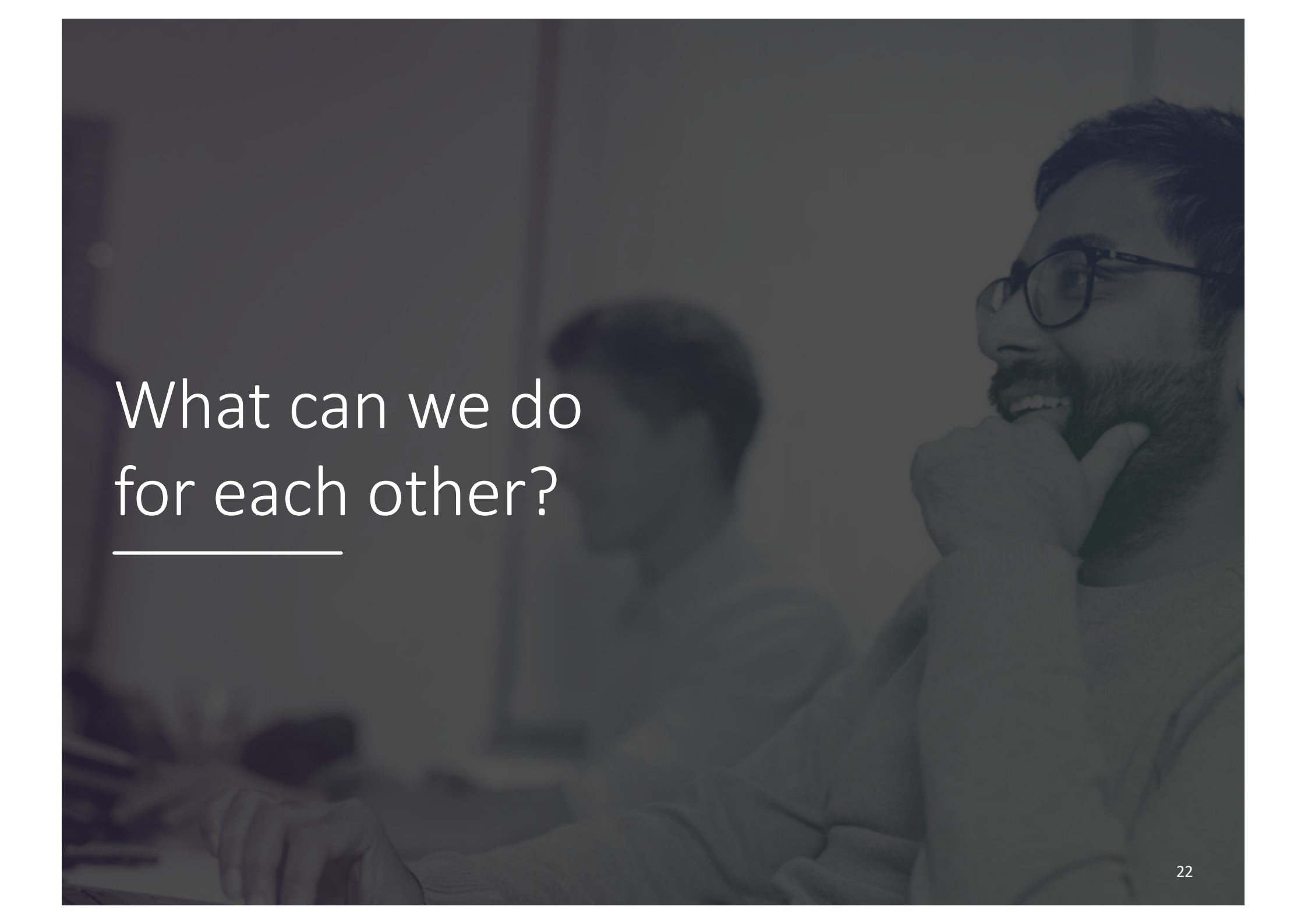
Creative stuff





Cool stuff





What can we do
for each other?



What we look for at entry level

- Postgraduate qualification (e.g. PhD)

OR

- First degree + equivalent relevant research or industry experience



Passion for communicating medical and scientific data



Excellent attention to detail



Ability to quickly pick up new information/concepts...



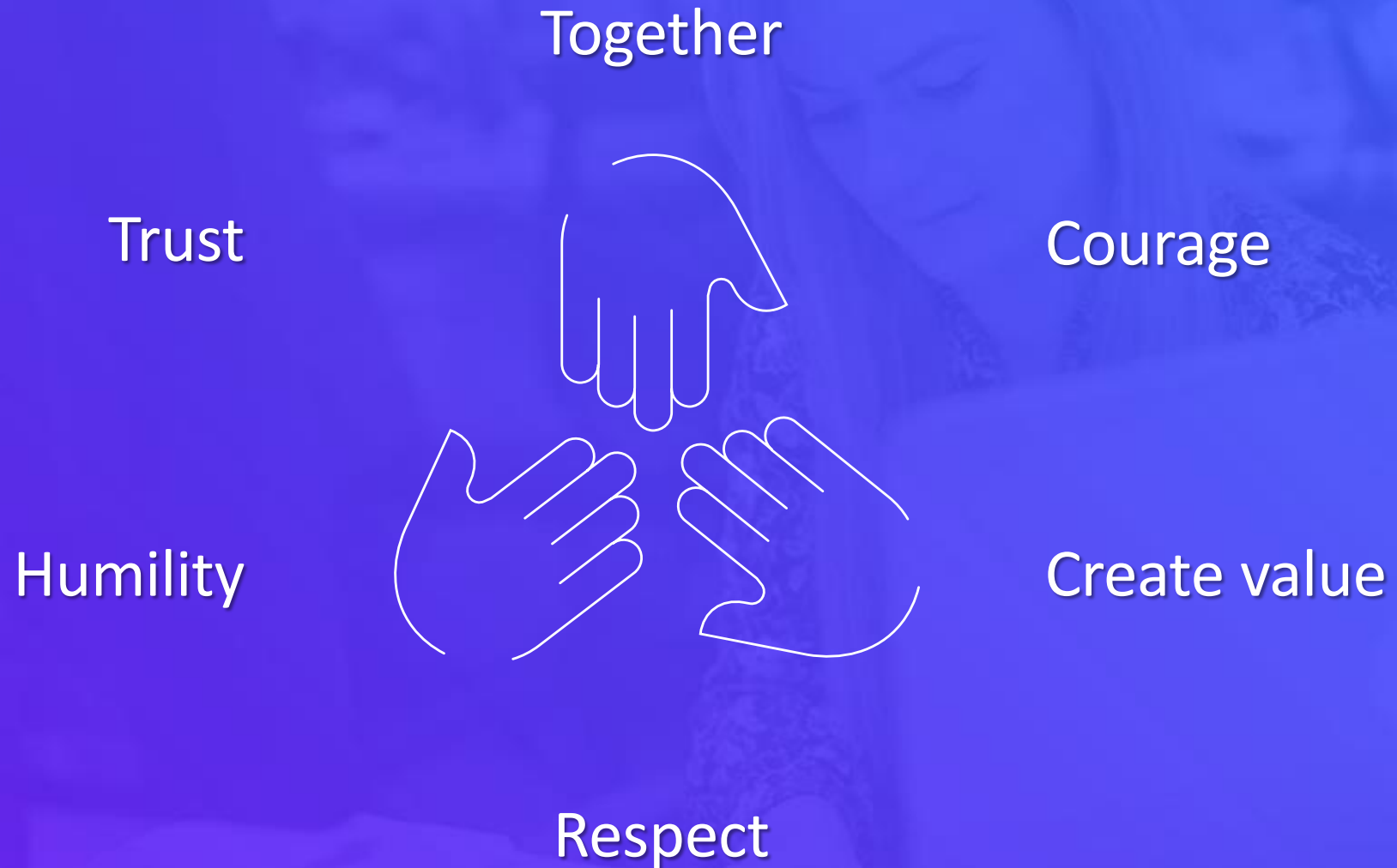
...and communicate a compelling story to different audiences



Team player



Our Envision values





Flexible training and development



Photo by Daniel Fazio on Unsplash

- Ongoing recruitment
- Embedded in teams and supported by allocated mentor (and colleagues)
- Structured core induction plus flexible role-based training curriculum (ongoing professional development)
- Training via classroom, on-line, bespoke eLearning tool



- Flexible career development paths



Photo by Sallie Michalsky on Unsplash



Professional development options

Content Development Specialists

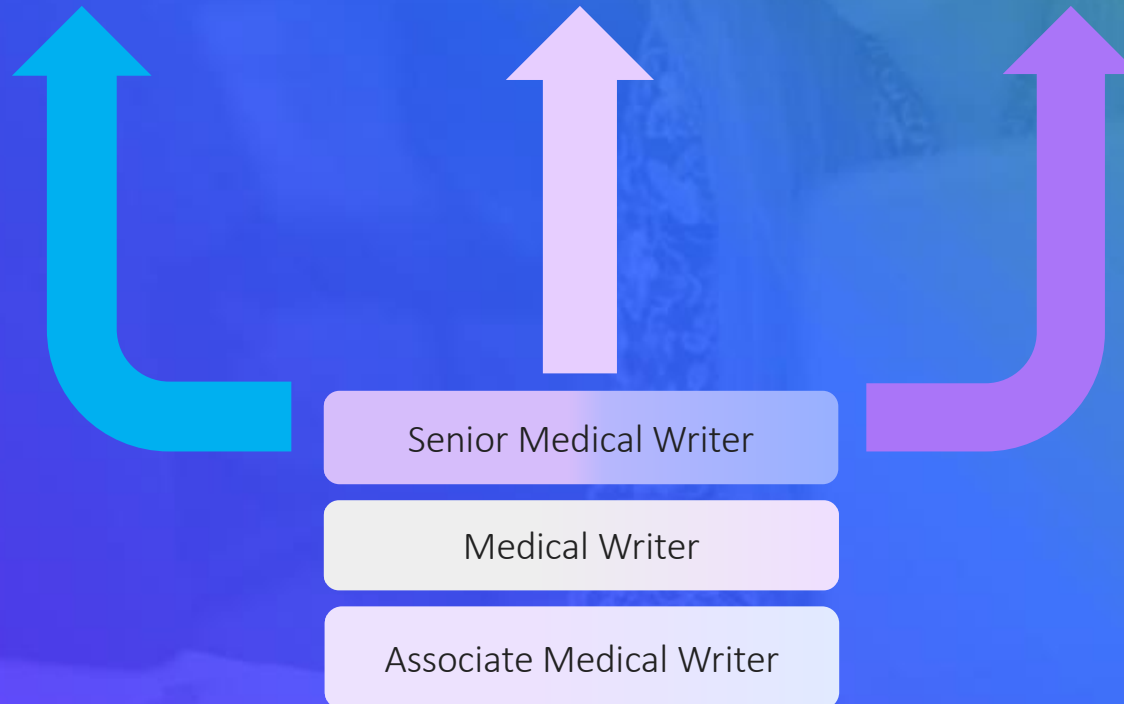
- Specialist writing focus
- Develop as expert advisors
- Mentor and support

Scientific Account and Team Leadership

- Scientific leadership of accounts/programs
- Line management of teams

Scientific Account Leadership

- Scientific leadership of accounts/programs
- Mentor and support





Our Benefits





...and we have fun too!





Is this you?

- Postgraduate qualification (e.g. PhD)
or
- First degree + equivalent relevant research or industry experience

#WeAreHiring

We recruit new writers year-round, so keep an eye on our website www.envisionpharmagroup.com for current vacancies, or contact us at Opportunities-UK@envisionpharmagroup.com



Passion for communicating medical and scientific data



Excellent attention to detail



Ability to quickly pick up new information/concepts...



...and communicate a compelling story to different audiences



Team player