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
‘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
Advertising

• Prelaunch
  • Positioning and message development work
  • Development of the brand and brand identity
  • Working with market research to test the branding
• Launch and post launch
  • Launch event
  • Development of promotional materials
Medical communications

- Broad involvement across a range of communication initiatives including:
  - Publications planning and support
  - Meetings and congresses
  - KOL identification and support
  - Internal education and training
  - Lots of slide sets!
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 of these activities