

## Effective and Engaging Communication of Evidence and Information

Evidera's Medical Writing experts are trained and experienced in developing tailored communications for all phases of product support. Whether communicating product information directly to clinicians and patients or preparing compelling messaging to show evidence of value to payers, our team is well versed in the particular distinctions needed to appropriately convey the right messages in the right manner to the right audience while continually assessing the needs of stakeholders.

### ✔ Globalization

Our expertise in globalization allows us to develop and maintain response documents that focus on core, clinical content. These global response documents will serve as the basis for regional and local affiliate use, and will ensure consistent messaging throughout all regions.

### ✔ Patient-Level Documents

We aim to empower patients with knowledge at every step along their healthcare journey through effective communication of product information. Our documents are customized to ensure clarity, scientific accuracy, and full compliance with industry best practices and your corporate guidance.

### ✔ Integration of Graphics

An increasing importance has been placed on using infographics to concisely communicate scientific and medical information. Our writers are adept at incorporating graphics to increase success in document usage and comprehension as well as enhance reader interest and uptake.

## Highly Collaborative Document Development Process Grounded in Quality and Best Practices

We can modify this process as needed to meet our client's needs, retaining key elements required for data integrity and quality.



## Medical Information Services

- Standard and global response documents
- Patient response documents
- Academy of Managed Care Pharmacy (AMCP) dossiers
- Frequently Asked Questions (FAQs)
- Escalations/out-of-scopes, including custom responses
- Therapeutic area updates/literature alerts
- Scientific slide decks
- Promotional review support
- Infographics
- Compendia reviews

## Our TEAM

— 20+ —

Years of experience providing high quality medical writing services

— 10 —

Years of experience, on average, per writer

### — Backgrounds —

PharmD, PhD, and MS qualified professionals with practical clinical experience

### — Expertise —

In content development across all major therapeutic areas and across all product types and lifecycle stages

### — Quality —

Proven and rigorous quality process

## Our EXPERIENCE

— 50+ —

Biotech and pharma clients including 9 of the top 10 pharma companies

— 100% —

Consistent client satisfaction

— 21,500+ —

Medical information documents

— 325+ —

Clinical study documents

— 690+ —

Abstracts, posters, manuscripts

### — Messaging —

Consistent and comprehensive messaging, including graphic and patient-level formats

— 100% —

On time project implementation and completion

“We love working with your team... the difference is like night and day compared to others we’ve used in the past”

Manager, Medical Communications  
Mid-size pharmaceutical company

“Your writers are the few who have sent me a perfect response. I have edited, in fine detail, over 1,600 responses. (With Evidera) there are fewer versions, saving time and cost per each reviewer”

Senior Editor, Global Medical Content  
Top 10 pharmaceutical company