

Publication Development and Strategy

HIGH QUALITY SCIENCE. COMPELLING CONTENT. CONSISTENT MESSAGING.

Do your publications convey the true value of your product?

Effective communication is essential to conveying the value of your products, both to internal and external stakeholders. Our highly trained medical writers are uniquely positioned to tailor your publications to fit your needs, ensuring that **each piece complements the others** to support the overall narrative. Consistency in quality and voice allows you to **present a cohesive message** to healthcare providers, consumers, and payers.

Are you thinking about the broader story of your product?

Our team considers which publication types have the most impact, how messaging will align, and how data might be interpreted and accessed by various stakeholders. The healthcare community has unique and specific communication needs, which means it is critical to **convey the necessary information** in the format most appropriate for each stakeholder.

Do you have a comprehensive publication strategy that spans your product's lifecycle?

You have great data. Now what? Evidera's specialized Medical Writing and Healthcare Communications team turns your findings into **clear, crisp, concise** scientific content throughout the peri- and post-approval process while ensuring compliance with regulations, industry best practices, and your corporate guidance.

The right message, in the right manner, to the right audience

Whether preparing compelling messaging to show evidence of value to payers or communicating product information directly to clinicians and patients, our team understands the product development lifecycle and how to turn that into publications' success.

INSIGHT THROUGH ALIGNMENT OF DATA SOURCES, STRATEGIES, AND COMMUNICATIONS

DATA SOURCES

- Pivotal study
- Pooled and sub analyses
- Patient reported outcomes
- Meta analyses
- Observational study
- Registry study
- Modeling
- Comparative effectiveness
- Chart and database reviews

PUBLICATION STRATEGY

- Publication plan
- Audience
- Conferences/congresses
- Journals
- Therapeutic area literature
- Core messages

HEALTHCARE COMMUNICATIONS

- Abstracts, posters, and oral presentations
- Manuscripts
- Commentary/opinion articles
- Proceedings/supplements
- Review articles
- Standard/global response documents
- Dossiers

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