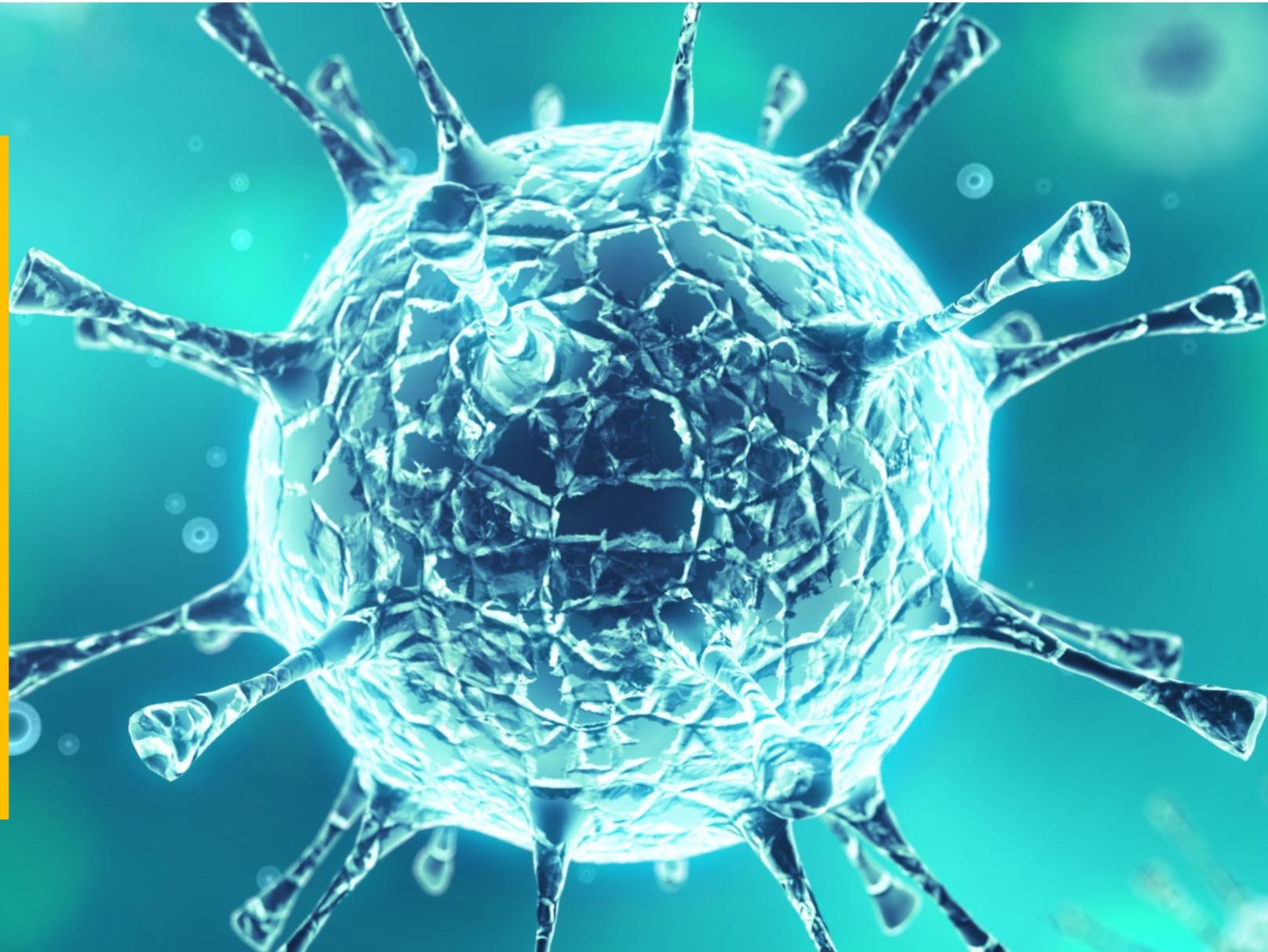


CASE STUDY

Implementation of a Pivotal Clinical Trial Communication Plan



Top 5 Pharmaceutical Company

Implementation of a Pivotal Clinical Trial Communication Plan

THE CHALLENGE

- Publication and subsequent communication of the results of the first completed phase 3 trial of a novel breast cancer drug the results were widely anticipated.
- Following submission of the publication manuscript of the pivotal study manuscript to a high-tier journal, the task at hand was to release study-related medical education material on same day as publication.
- The client required communication of the key results and discussion points to all internal and external stakeholders in an easily comprehensible format.
- The challenge was to coordinate approval of global teams and to ensure that the educational material was ready for on-time release worldwide.

THE APPROACH

- Enago deployed a dedicated team of expert scientific writers, graphic designers and a project manager.
- Our team provided creative communications solutions for the target audiences. The program included an interactive slide presentation, an annotated PDF, an abstract video, and a alert on the publication of the launch-critical study.
- Project management ensured timely global approvals, milestone-based project progress, quality assurance on-time, on-target delivery .

Launch Critical Clinical Trial Publication and MedEd Material

Manuscript



Annotated PDF



Publication Alert



Abstract Video



THE IMPACT

- The client disseminated worldwide communication on the pivotal trial publication in different formats on the day of publication.
- The interactive publication PDF and the publication alert were released to internal Medical teams and external stakeholders.
- The interactive scientific presentation and abstract video informed the Medical and Scientific Liaisons and their HCP contacts of the novel advances and significance of the pivotal study publication.