Successfully Operationalizing a Franchise-Level Scientific Communication Platform

Jamie Kistler, PhD[1]; Leanne Wilson, PhD[2]; Erica Wehner, RPh[1]; Judy Fallon, PharmD[1]; Tricia Gooljarsingh, PhD[2]

[1]CHC Group, an ICON plc Company, Yardley, PA; [2]Ironwood Pharmaceuticals, Cambridge, MA

ABSTRACT

Objective:
To ensure consistency in language and communication points across a franchise of products by developing a franchise-level scientific communication platform (SCP) and creating a tool for its dissemination for use by a cross-functional team.

Challenge/Problem:
A franchise-level SCP was needed to achieve broad alignment on external communications supporting the products, leverage strengths and opportunities, and optimize differentiation in a competitive landscape. An efficient, user-friendly, interactive "one-pager" was requested to disseminate the communication points and facilitate implementation of the SCP.

Solution:
A cross-functional workshop was conducted in partnership with the solution provider to develop the SCP with input from medical affairs, clinical, regulatory, health economics, patient advocacy, and commercial delegates. To effectively operationalize the SCP, the solution provider and project lead collaborated to develop a noneditable, interactive PDF tool that provided easy access to key information including franchise objectives, key communication points, and recommended counterpoints (challenge/answer) to anticipated questions/arguments.
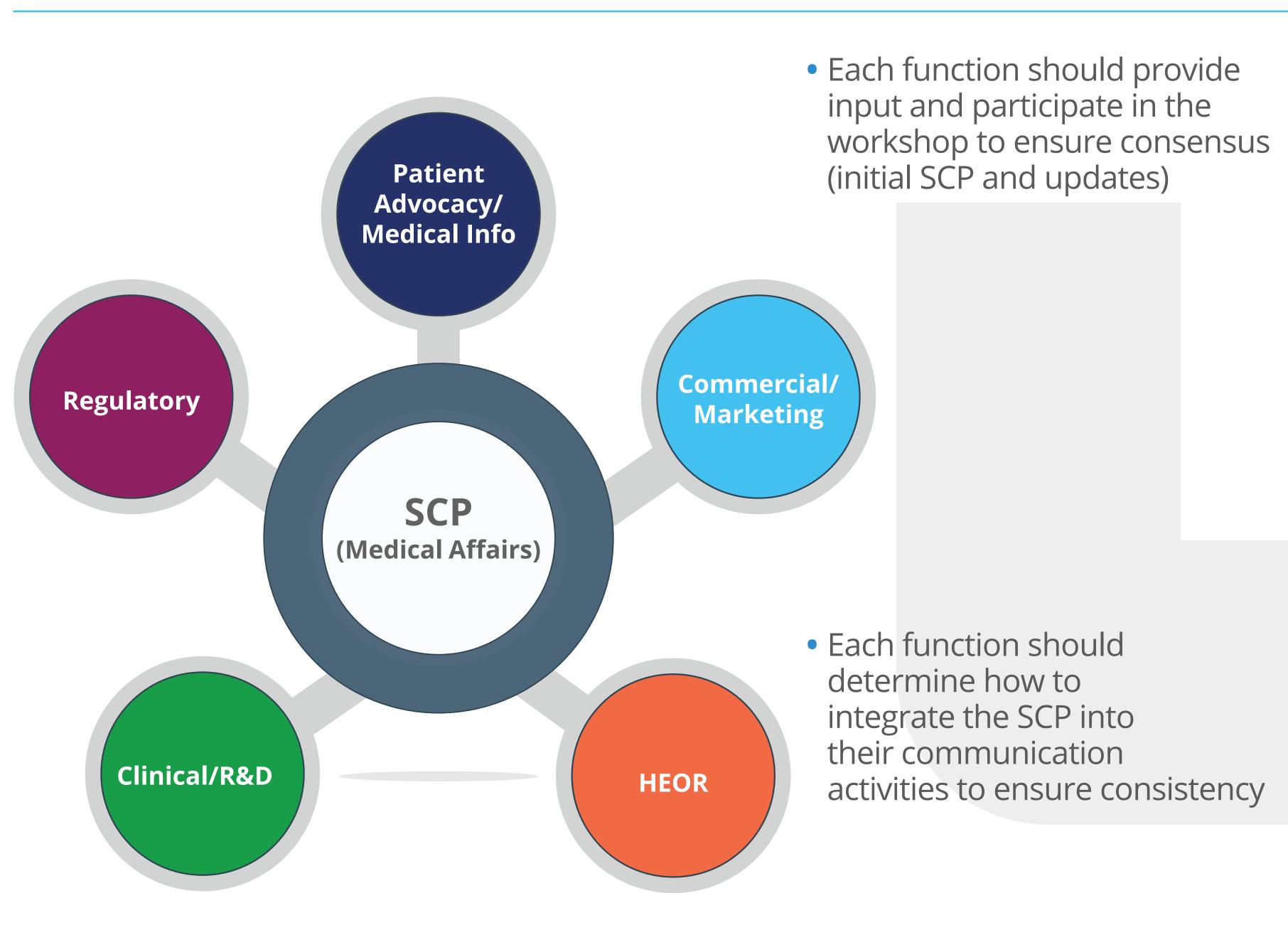
Outcome:
Clinical and field medical teams were provided with the electronic tool following a demonstration and training related to its navigation and content. The asset was designed for easy navigation using a tablet, smartphone, or computer during interactions with thought leaders.
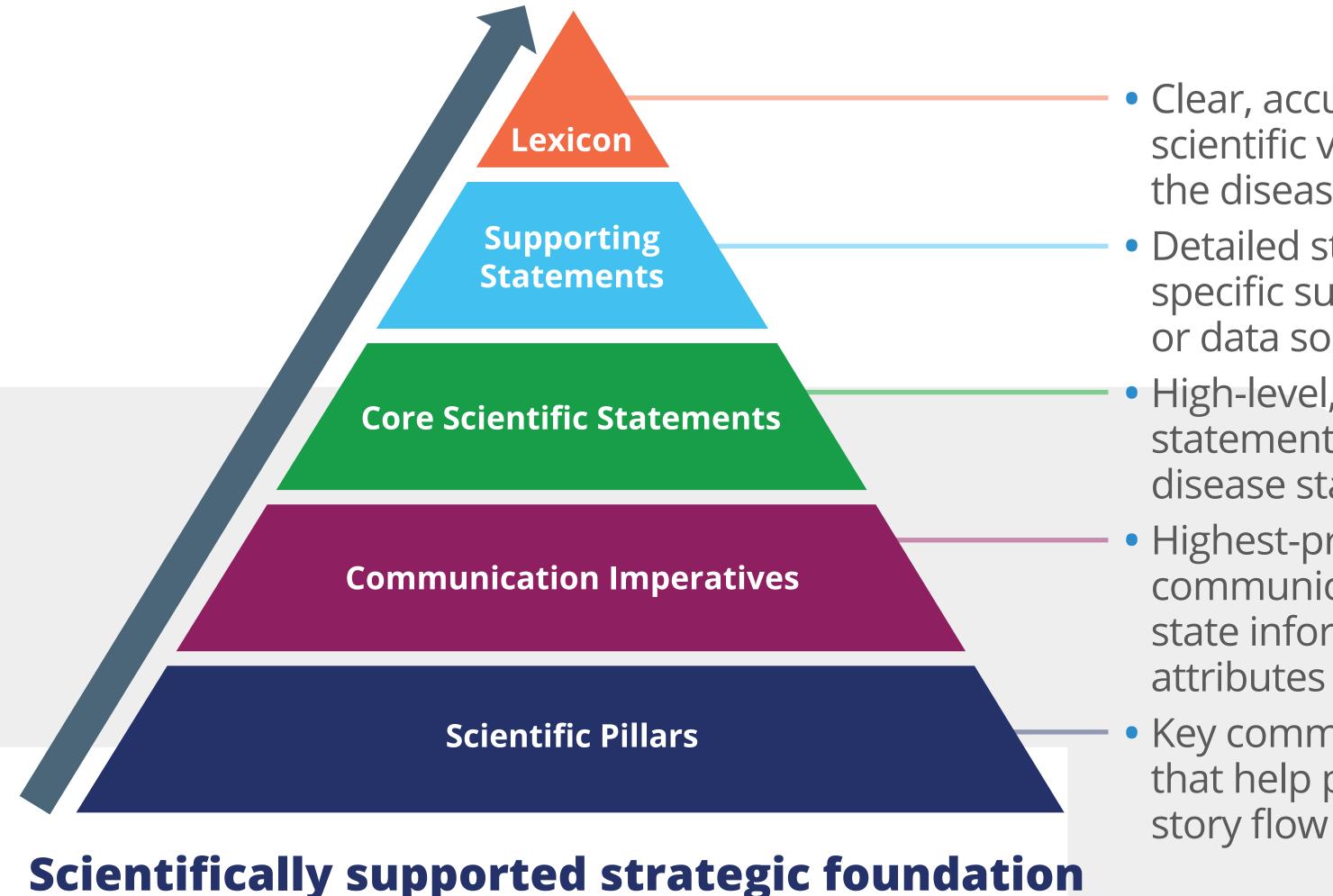
Benefits:
The SCP served as a road map for consistent dissemination of key product- and disease state–specific scientific data to support the benefits of products in the franchise. The easy-to-use tool was met with positive feedback on its utility. Furthermore, uptake of the communication points was seen almost immediately, with the specific scientific language directly used in both internal and external presentations.

Cross-Functional Team

- Each function should provide input and participate in the workshop to ensure consensus (initial SCP and updates)
- Each function should determine how to integrate the SCP into their communication activities to ensure consistency

Strategic Foundation

- Takes into account the **internal vision** for the product
- Evaluates the current **external environment**, competitive landscape, and audience perceptions
- Is based on anticipated and **available evidence** for the product

- Clear, accurate, and uniform scientific vocabulary supporting the disease state and product
- Detailed statements linked to specific supporting references or data sources
- High-level, standardized statements used to describe the disease state and product
- Highest-priority goals for communication of disease state information and product attributes
- Key communication themes that help prioritize the overall story flow

Scientifically supported strategic foundation

Workshop Format

Invitations · Pre-Reads · Worksheets · Logistics

SESSION 1: PRODUCT PROFILING	SESSION 2: PLATFORM REFINEMENT
Objectives	**Objectives**
• Confirm a **common understanding** of disease state, therapeutic landscape, and competitor positioning and messaging • Determine **areas of differentiation** for franchise/product of interest • Achieve **cross-functional alignment** on highest-priority goals for scientific communications, including scientific pillars and key stakeholders	• **Revise scientific platform**: pillars, communication imperatives, core statements, supporting statements, and lexicon for the franchise/product of interest • **Identify outstanding data needs** that may drive future research directions to support communication goals and broader commercial goals

FORMAT
- Series of didactic and breakout sessions

Sample SCP Format

COMMUNICATION POINTS	Administration							Safety				Patient Outcomes/QoL						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18

8a Local reactions are mostly mild, resolve quickly, and decrease in rate over time

SUPPORTING EVIDENCE
- In 2 phase 3, pivotal studies (Studies Y and Z), the safety and tolerability profile of Drug A was comparable to Drugs B and C in adults with Disorder X.[1,2]
- The most common adverse reactions experienced by patients taking Drug A in the 2 phase 3 pivotal studies were diarrhea, nausea, and headache.[1,2]

REFERENCES
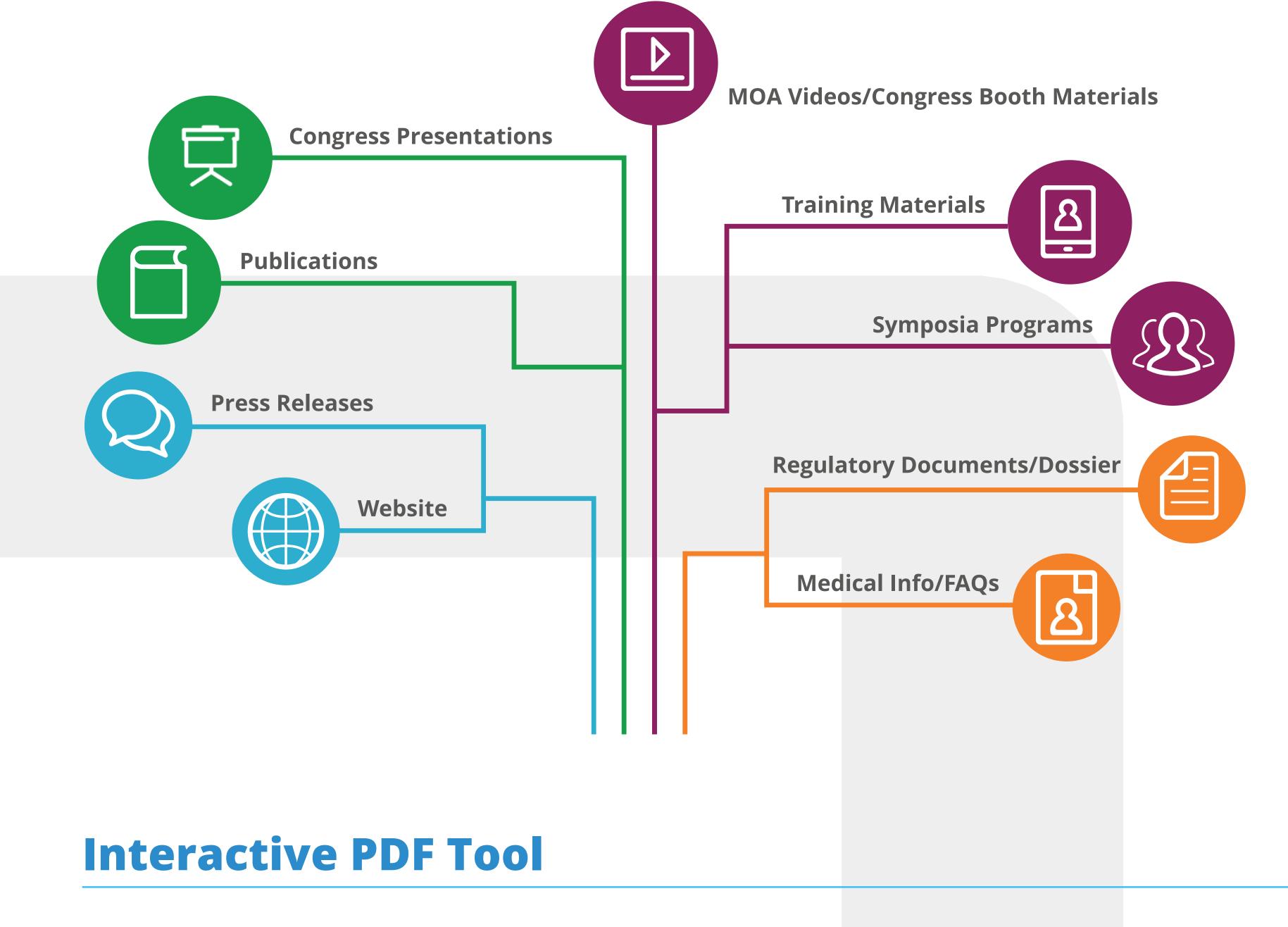1. Published reference citation. 2. Published reference citation.

Training

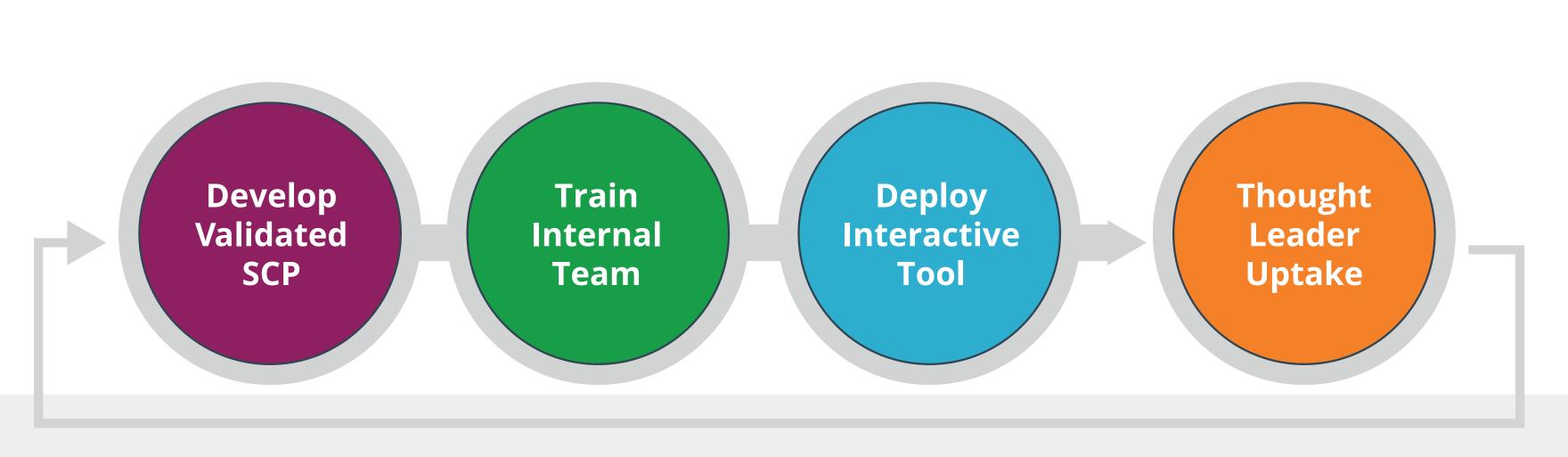Medical Lead ("Champion") · Core Global Team · Field Medical Team · Regional Teams

CREATE A USER'S GUIDE
- The purpose of the SCP (and lexicon)
- How it was developed (cross-functional collaboration)
- Who should use it
- How it should be applied to various communication activities (include samples)
- Any applicable regional considerations
- How to access the document
- How often it will be updated

SCP Pull-Through

Congress Presentations · Publications · Press Releases · Website · MOA Videos/Congress Booth Materials · Training Materials · Symposia Programs · Regulatory Documents/Dossier · Medical Info/FAQs

Successfully Operationalizing an SCP

Develop Validated SCP → Train Internal Team → Deploy Interactive Tool → Thought Leader Uptake

REVISE/REFINE
- Continuous monitoring for market events that may compromise/invalidate platform
- Time updates with major product milestones/data availability and key congress activities

Interactive PDF Tool

- Roadmap for dissemination of SCP
- User-friendly (iPad, computer, mobile-compatible)
- Easy access
- Easy navigation
- Locked content
- Updatable content (key meetings, milestones)

posters.c4medsolutions.com/CHC12813_Interactive_PDF