

CASE STUDY

Re-defining Brand Value: The Role of Scientific Communication in Pharmaceutical Success

 **Therapeutic area:** Diabetology

 **Product type:** Drug

 **Geography:** India

 **Product life cycle stage:** Post-marketing

About the Client

A global healthcare company with a long history in patients' care and an extensive portfolio of diabetes management products needed to revitalise an established anti-hyperglycaemic drug.

Business Challenge

In the ever-evolving landscape of the pharmaceutical world, repositioning an established brand is frequently required to adapt to the changing market dynamics and to meet increasing patient needs. Despite its longstanding market presence, the client's product faced increased competition and was perceived as outdated. The client sought support from APCER Life Sciences to create comprehensive scientific content to reposition their drug as a safe and effective option for diabetes management and re-establish its credibility among KOLs through a series of communication techniques aided with slide decks.



Overview

Scientific writing acts as a bridge between research and practice, ensuring that any scientific communication or message resonates clearly and accurately with the target audience. It is one of the key fields in medical affairs and medico-marketing as it allows a product to move from the laboratory to the market by converting complex research data into usable scientific formats.

Scientific writing is a specialised form of technical writing which involves experts who are skilled at deciphering and communicating intricate scientific material in an appropriate manner. Scientific writers play an important role in retrieving data from literature, scientific investigations and other sources and compiling these into manuscripts, articles, posters, abstracts, slide decks, infographics and other formats. These scientific materials enable the key stakeholders such as healthcare professionals (HCPs) and key opinion leaders (KOLs) to make informed decisions in a clinical setting or practice.

By creating compelling narratives, scientific writers tell stories with confidence, thereby, fostering trust and credibility in the healthcare community.

Solution

Focusing on a targeted literature search, APCER's scientific team collated, interpreted and presented the data in a manner intended to elicit debates, discussions, dialogues and meaningful conversations around the drug to enhance the knowledge, awareness and understanding of the drug among KOLs within the medical community.

Based on current standard clinical practices, the efficacy and safety profile of the drug was re-evaluated. The evidence generated demonstrated the greater utility of the drug in diabetes management by highlighting its unique benefits and proactively addressing any concerns or misconceptions about the drug and ensured that KOLs had access to accurate and up-to-date information.

The four-step solution adopted for repositioning the drug:

- **1 Comprehensive Scientific Content Creation**
 - Developed slide decks to showcase the efficacy and safety of the medication.
 - Emphasised unique benefits and addressed misconceptions regarding diabetes management.
- **2 Proactive Communication Strategies**
 - Helped client engage in meaningful dialogues with KOLs to address concerns and promote understanding.
 - Ensured access to accurate and up-to-date information on the medication.
- **3 Effective KOL Engagement**
 - Helped client foster strategic relationships with the leaders in medical community.
 - Renewed interest and enthusiasm for the medication within diabetes management landscape.
- **4 Client appreciation**
 - Received appreciation from the client on the quality and relevance of the scientific content.
 - Recognised for facilitating impactful communication and interaction with healthcare professionals

KOL-key opinion leader

Outcome

Key opinion leaders and the medical community responded positively to the scientific content created by APCER in the form of slide decks and delivered through a multi-faceted and targeted approach.

The scientific engagement and strategic communication with influential KOLs led to a resurgence of interest in the drug, reaffirming its relevance and efficacy in the complex landscape of diabetes management.

APCER received positive feedback from the client on the quality of the content and its relevance in communication and interaction with doctors engaged in diabetes management.

Medical Writing Capabilities



A team of 30+ members with extensive experience across therapeutic areas and expertise in preparing regulatory documents and scientific communications.



A robust two-step review process to ensure 100% quality control. High-quality deliverables consistently exceeding expectations.

Scientific writing capabilities



preparing and providing **publication support for manuscripts**;



providing **conference support**, including abstract, poster, slide decks and article preparation;



creating **medico-marketing and educational materials** such as emails, slide decks, newsletters, leave-behind leaflets and infographics;



developing **website content** targeting HCPs and patients;



process documentation - SOPs, work instructions and training material; and



standard response letters for medical information.



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APCER Life Sciences is committed to improving health in partnership with its clients. We bring together safety, medical, regulatory and technology resources to ensure that patients receive the safest, most effective therapies possible.

We are an ISO 9001:2015, ISO 27001:2022, and ISO 27701:2019 certified company.

Learn more at www.apcerls.com or contact us at one of our global offices: Americas: (+1) 609 455 1600 • Europe: (+49) 2409 725 6120 • UK: (+44) 208 326 3220 • Asia: (+91) 11 4650 0802

For Business enquiries, please email at: marketing@apcerls.com
For General enquiries, please email at: info@apcerls.com