

Scientific Communication Platform Excellence

Best Practices, LLC Strategic Benchmarking Research &
Analysis





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Effective SCPs require careful planning and execution



"A focused scientific communications platform is grounded in deep understanding and comprehensive knowledge - it is a foundation for consistent communication across all channels and is designed to integrate scientific storytelling that balances knowledge and confidence." - *Executive Director, Medical Affairs Operations*

Ongoing monitoring



Immersive review of the clinical data and literature

Development of core concepts and narrative

Strong cross-functional kick off

Multidisciplinary workshop designed to gain consensus

ISSUE

SELECT KEY INSIGHTS

BUSINESS ISSUE: A biopharmaceutical company's Scientific Communication Platform (SCP) is the centerpiece of a strong medical communications strategy for pharmaceutical products. It serves as an important tool to align communications and value messaging across key functional areas.

This Best Practices, LLC study informs medical communications/publications leaders about SCP development, utilization, management and evaluation.

The study presents current practices around SCPs and covers what functions are involved in SCP development and how these platforms are utilized.

METHODOLOGY: The study engages 21 Medical leaders from 21 pharma companies.



➤ SCP Development:

- Medical Communications/Publications lead SCP development for 71% of participants; the same holds for a majority of both Large and Mid-Small segments.

➤ SCP Format:

- Most (52%) favor a PowerPoint format for their SCPs while another 24% prefer interactive PDFs; PowerPoint decks are also favored by both segments.

➤ SCP Utilization:

- To assess SCP utilization, a majority (61%) track the incorporation of SCP information into reactive and proactive materials for FMTs; Large Pharma particularly use this measure (88%) vs. 36% for Mid-Small (of which 36% do not measure).

This study distills insights from 21 medical leaders at 21 companies

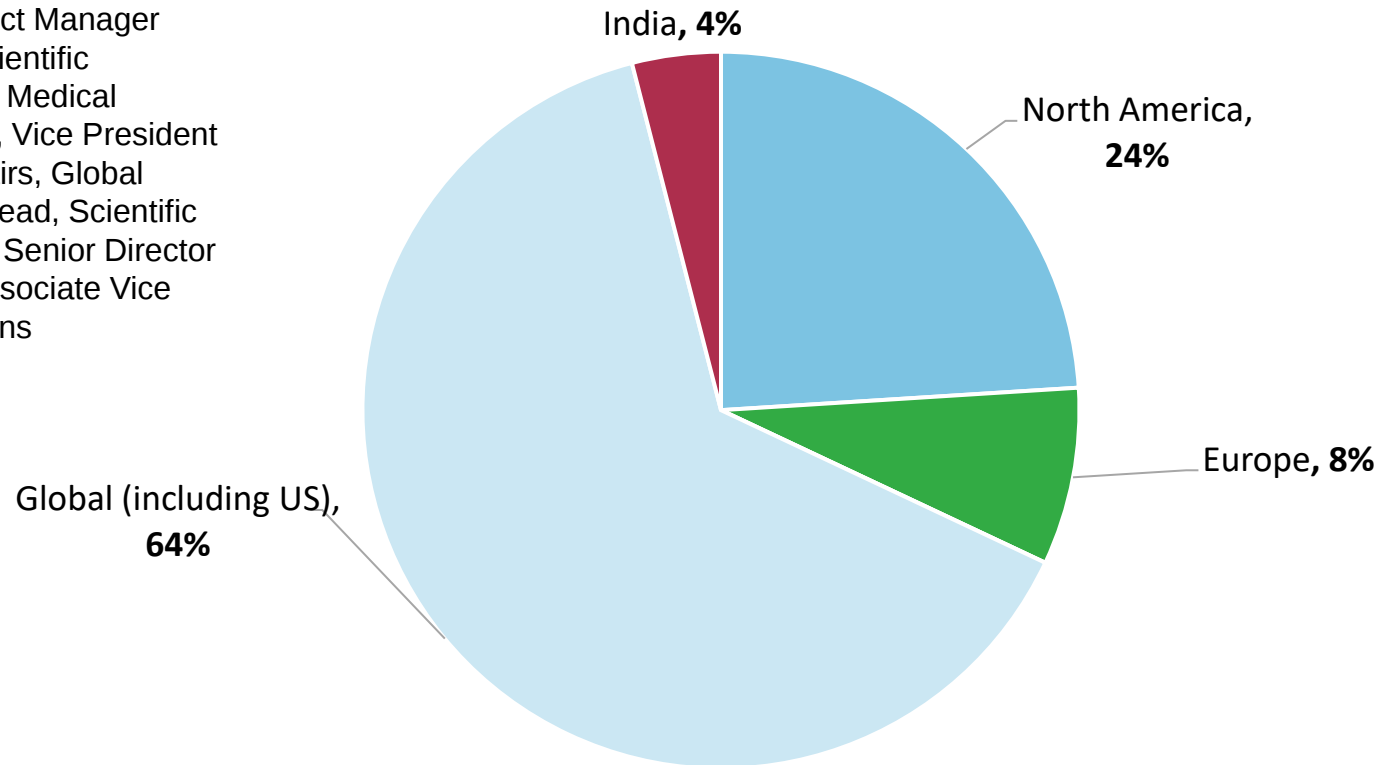
Benchmark Study Partners



Geographic Segment: Participants primarily represent Global+US role

Geographic Segment

Participant titles: Senior Director Scientific Communications, Associate Director Medical Affairs, Senior Director Scientific Content and Insights, Project Manager Medical Affairs, Director Scientific Publications, Global Senior Medical Director, Publications Lead, Vice President North America Medical Affairs, Global Medical Communications Lead, Scientific Communications Manager, Senior Director Medical Information and Associate Vice President Global Publications

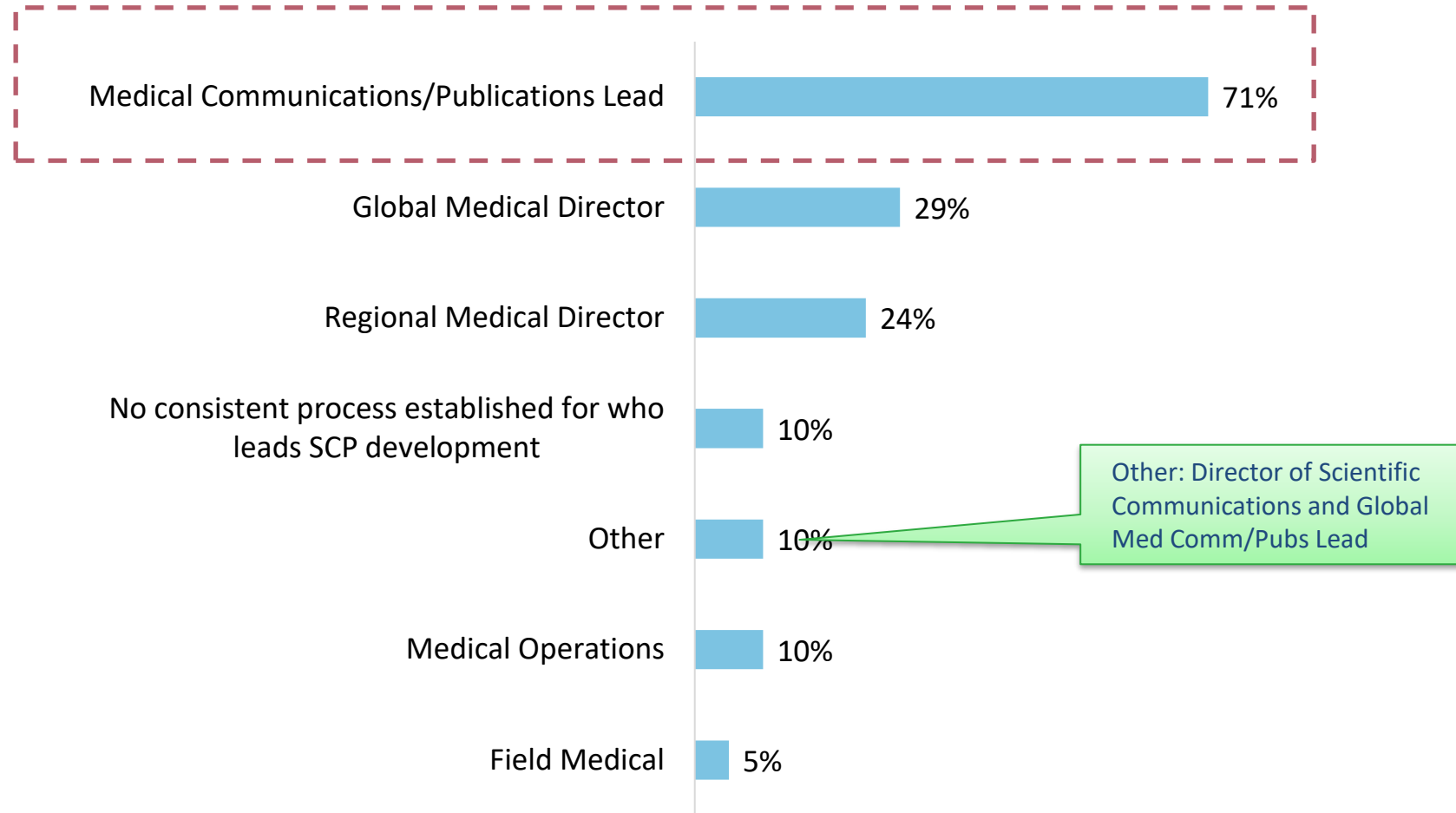


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Q3) Geographic Segment: What geographical perspective do you focus on in your role within Medical Affairs?

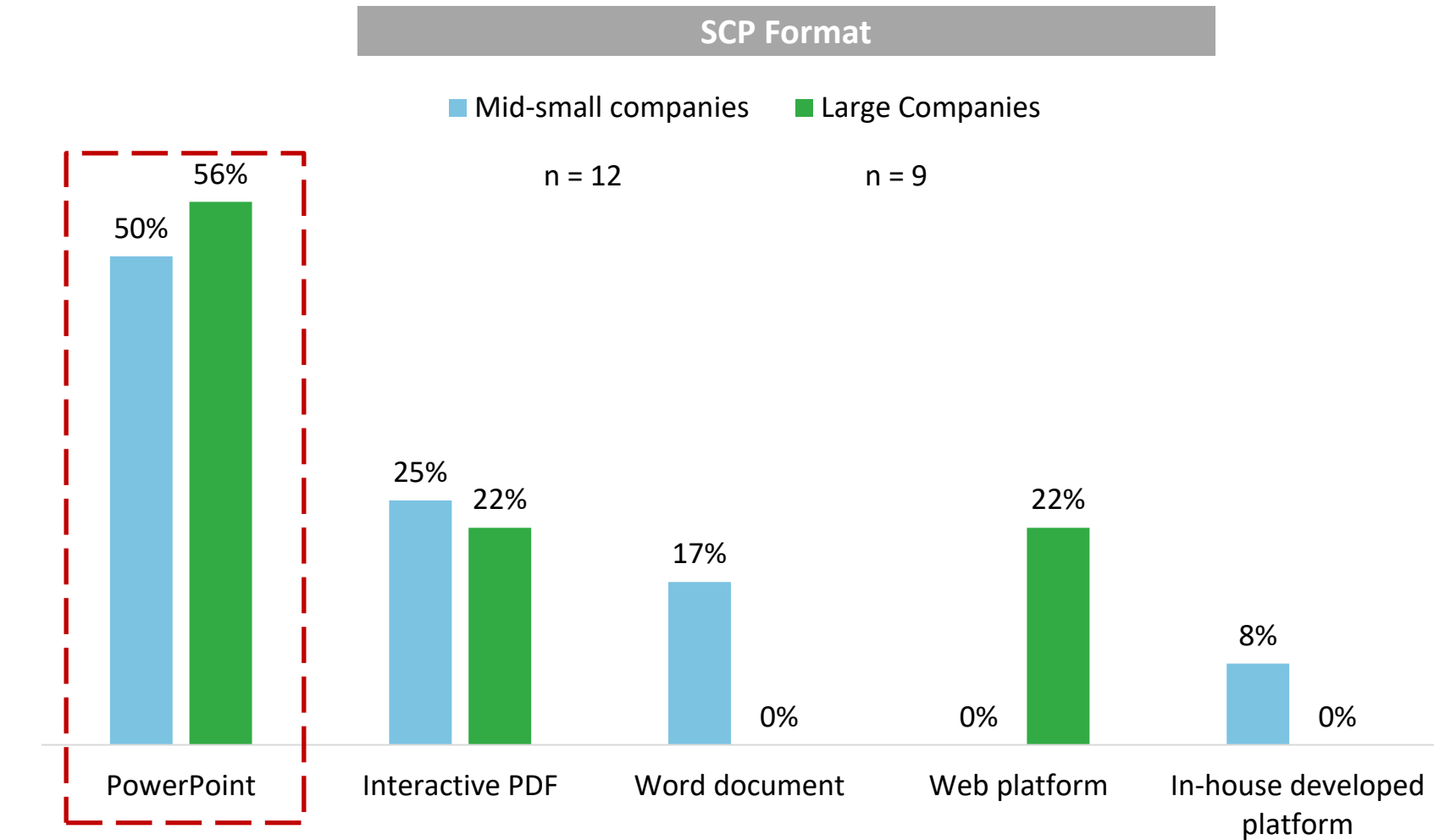
SCP Development: SCP development usually led by medical comms/pubs leader

Lead for Scientific Communication Platforms (SCP) Development



Q4) Lead for Scientific Communication Platforms (SCP) Development: What function(s) leads the development of the SCP?

SCP Format: Irrespective of company size, most organizations prefer using PowerPoint for their SCP format



Q10) SCP Format Utilized by Medical Team: What SCP format do you utilize?

Faults with SCP: Content not updated regularly

Faults with SCP

Content not updated regularly enough 100%

Other 50%

Content not available to all relevant stakeholders 50%

"There is a lack of ongoing monitoring and keeping the SCP a live and dynamic document to ensure it is current and usable."

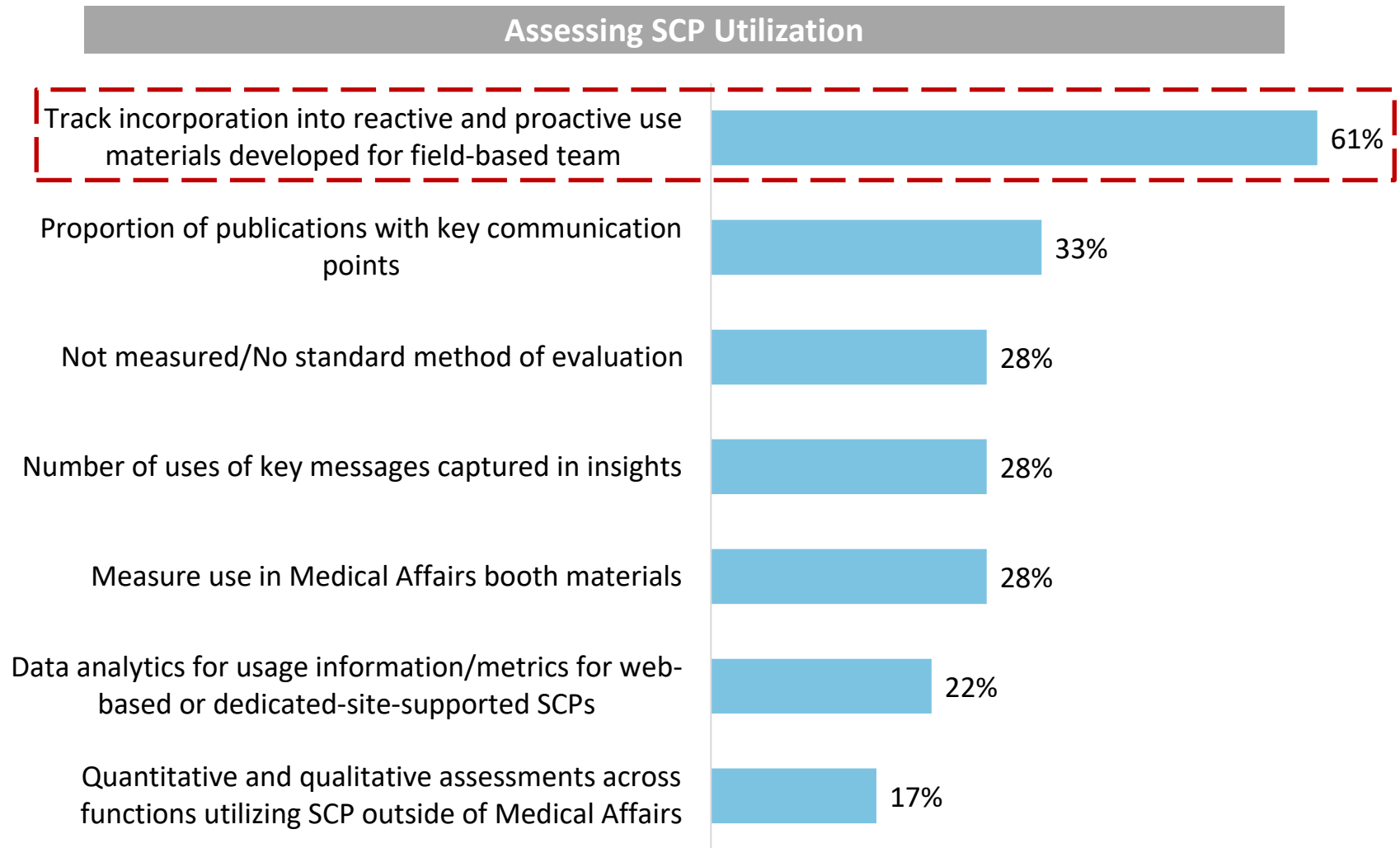
- Executive Director, Medical Operations

"Tells us where we have been, not where we are going"

-Director, Scientific Publications

Q15) Faults with SCP: Why does your SCP not meet your needs? (Please select all that apply)

Assessing SCP Utilization: SCP Utilization is measured primarily through level of incorporation into reactive and proactive materials for FMTs

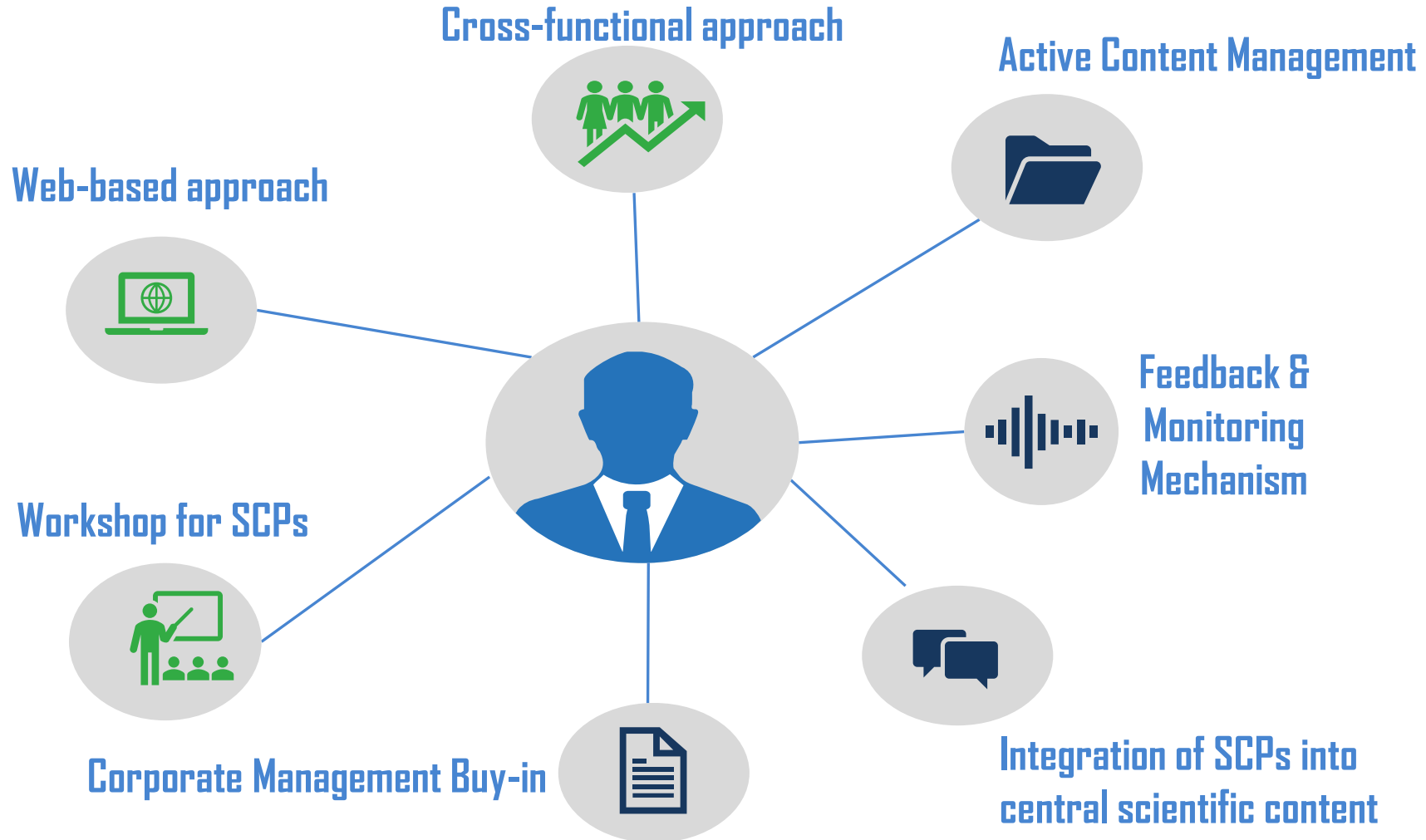


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Q18) Assessing SCP Utilization: How do you assess uptake of your Scientific Communication Platform internally? (Please select all that apply)

SCP Best Practices: Cross-functional approach, web-based approach, and workshop to develop SCPs are the leading approaches

Top Strategies Recommended for Successful SCP Implementation



Q21) SCP Best Practices: What best practices (strategies, formats, access, etc.) would you recommend to ensure successful implementation of a SCP?



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