

GETTING THE BEST ROI FROM YOUR MEDICAL COMMUNICATIONS AGENCY

DEVELOPMENT

PRELAUNCH

COMMERCIALIZATION

Ask your agency to challenge your thinking.
A medical communications agency should
do more than execute tactics.

The best ROI comes from a
partnership that improves
your thinking as well as
your deliverables.



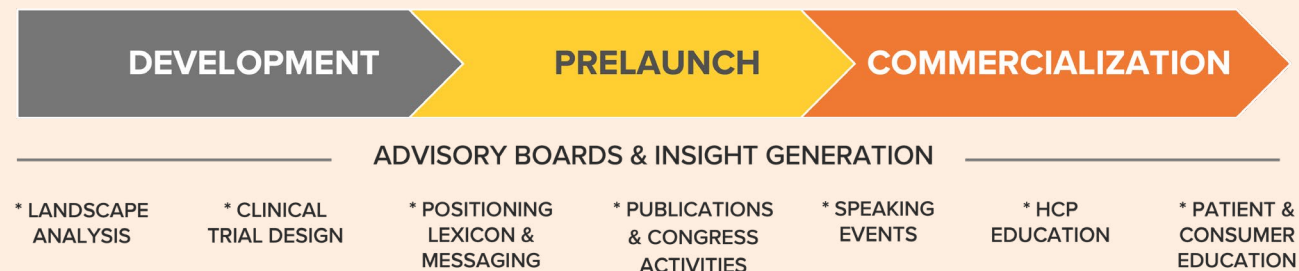
Getting the Best ROI from Your Medical Communications Agency

One of the first questions companies ask us when selecting a medical communications agency is: **“DO YOU HAVE EXPERIENCE IN OUR DISEASE AREA?”** It’s an understandable question, but not the most important one.

Experience in the relevant therapeutic area is important. But equally important is understanding **WHO WILL BE ON YOUR DAY-TO-DAY TEAM**, how they think, and whether they will contribute strategic insight as well as tactical execution. Will they ask thoughtful questions, identify gaps, and collaborate effectively with your internal team and other partners to optimize planning and execution?

Communications Throughout the Product Lifecycle

Medical Affairs, Commercial, and Patient Advocacy teams support communications across the product life cycle. Collaboration with HCP, patient and payer opinion leaders is key to success across all these stages.



Each stage in the product life cycle presents different challenges, but all benefit from a communications partner who understands both the science and the broader business objectives. From early landscape assessment through launch and lifecycle management, every activity should contribute to a coordinated strategy, and your agency team should bring informed recommendations based on their experience.

Ask Your Agency Partner to Challenge Your Thinking

Most healthcare companies have developed some or all these activities at different levels of completion and they give us a list of projects they want us to work on. But **STRATEGY AND EXECUTION SHOULD WORK TOGETHER**. Before moving directly to execution, a better way to get the best ROI from your medical communications agency is to share both business and clinical plans and ask them to challenge your thinking. For example:

HAVE WE FULLY ASSESSED THE LANDSCAPE?

What unmet needs remain? How are competitors changing the conversation? Are there awareness or data gaps that we can address?

ARE WE ENGAGING THE RIGHT STAKEHOLDERS?

Are we hearing diverse perspectives from both advocates and sceptics, beyond our established opinion leaders? Which target audiences – KOLs, community physicians, pharmacists, nurses, or patients – are important at this stage and why?

ARE OUR EDUCATIONAL ACTIVITIES ALIGNED WITH AUDIENCE PRIORITIES?

Does our messaging address the questions our audiences are asking? How can we continue to generate insights that strengthen our position in a competitive marketplace?

The Best Partnerships Go Beyond Deliverables

The best medical communications agencies do more than execute tactics. They contribute strategic insight, collaborate as trusted partners, and deliver programs that achieve meaningful outcomes for the HCPs and patients we serve.

When agency partners contribute both strategic insight and tactical excellence, projects become stronger, resources are used more effectively, and organizations are better positioned for long-term success.

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