

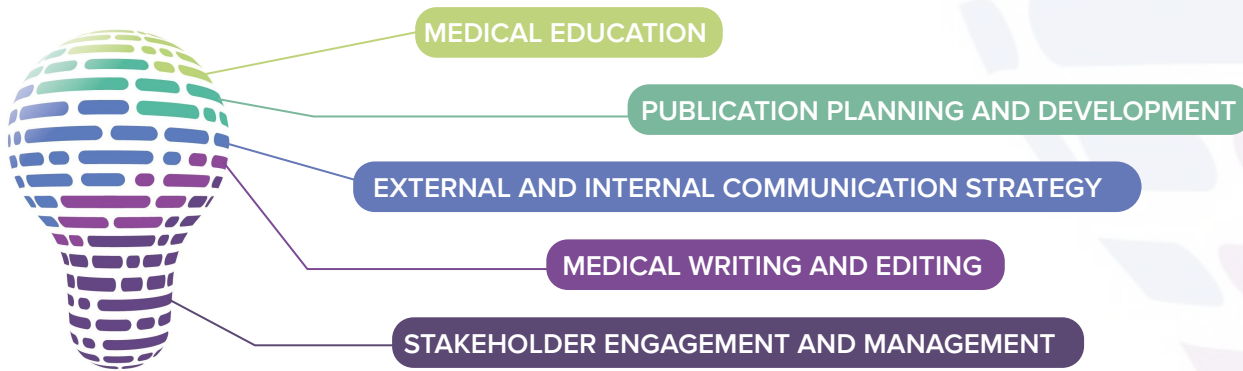


# Medical Communications

We start with a foundation in science at every phase of communications--what you need to convey, who you need to convey it to, and what is most impactful and important for each stakeholder to inform a comprehensive communications strategy.

## The advantage of science driven communications

- Evidence-based gap analysis through systematic and targeted literature reviews and meta-analyses
- Scientific publication strategy aligned with existing scientific trends and concepts in a therapeutic area including the most impactful publications and journals to consider
- Scientific engagement at congresses and meetings
- Thoughtful data-driven engagement and management of key stakeholders including payers, decision makers, patients and health care professionals
- Clinical and HEOR real world evidence reporting
- Effective disease state awareness education and training tool development



## OUR SOLUTION

We create a holistic internal and external communication strategy to ensure seamless messaging across different functional groups. We know the importance and value of thorough literature reviews before starting any project and this is an integral part of our process. Our expertise is in generating a communication plan that aligns with an evidence generation construct based on current knowledge, gaps and opportunities in a therapeutic area.

## EXPERTISE IN ACTION

**Issue:** Medium sized pharma company committed to educating stakeholders about the biological basis for HIV associated wasting. **Solution:** We developed basic science messaging appropriate for an HCP audience, training materials to support sales team roll out of the campaign, and provided ongoing messaging support as they received HCP input. **Outcome:** In addition to a successful campaign, we created leave-behind materials at the request of HCPs and similar website messaging that extended engagement beyond the original campaign scope.

MARIMAC INSIGHT IS A SCIENTIFIC MANAGEMENT CONSULTING FIRM FOUNDED BY SENIOR SCIENTISTS TO ADDRESS MEDICAL AND SCIENCE LEADERSHIP CHALLENGES.

WE DELIVER RESULTS BY EMPOWERING SCIENCE, ADVANCING BUSINESS AND BUILDING THE FUTURE. WE ARE YOUR PARTNER.