

CLINICAL CAPABILITIES

Offering a broad spectrum of clinical communications services, Publicis Touchpoint Solutions supports client strategies targeted to healthcare professionals (HCPs), patients and health systems. Solutions are customized to client needs and range from outsourced teams of fulltime or flextime field-based or virtual clinical specialists to providing clinical capability development for internal teams. Disease state discussions can begin as early as Phase IIb, lowering the barriers to entry for brands at launch.

CLINICAL EDUCATORS

Our credentialed clinical educator teams can be deployed for a wide range of scenarios pre- and post-launch, including patient support programs and disease awareness efforts. They provide peer-to-peer practical and clinical discussions with HCPs or support and assist patients with strong communications delivered with empathy and understanding. Five key areas where Clinical Educators play a significant role are:

1. Adherence – identify and overcome any barriers for use
2. Administration – foster continued and proper delivery technique
3. Appropriate Use – influence appropriate prescribing decisions, identify appropriate patients
4. Access – aid in account access, liaise for reimbursement questions

5. Awareness – increase awareness of company and mission, increase awareness of disease and treatment options

MEDICAL SCIENCE LIAISONS

Engaging in scientific and health economics discussions with Key Opinion Leaders (KOLs), clinical trial investigators, and HCPs, medical science liaison (MSL) teams are designed to meet the unique needs of each client. Leveraging best practices developed through years of experience, our MSL leadership have built some of the longest running, most successful clinical deployments in the industry. MSLs provide:

- High science discussion with KOLs and specialists
- Clinical trial support
- Speaker training and support
- Managed markets support
- Risk Evaluation and Mitigation Strategy (REMS) and safety program participation
- Cost-effectiveness and outcomes research

CLINICAL CAPABILITY DEVELOPMENT

Our clinical capability development provides clinical specialists with training on the core principles of influence and persuasion, enabling them to confirm a commitment to new behavior while maintaining their scientific integrity. Based on years of coaching our clinical staff to engage, build rapport, and present data, we can also offer this service to your internal teams.

Publicis Touchpoint Solutions supports your strategies through scientific and clinical dialogue with key stakeholders, enhancing reach, access and, ultimately, outcomes.



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