



### Working with Prism Ideas to Ensure the Editorial Quality and Scientific Accuracy of Promotional Materials

*Prism Ideas works with its clients to ensure that their promotional materials are of a high scientific standard and comply with the appropriate regulatory guidelines.*

#### Background

Many pharmaceutical companies contract external design and advertising agencies to produce promotional materials; however, while able to produce key messages and attractive promotional copy, they may not have the medical expertise to ensure that scientific data are accurately presented and appropriate clinical context is given. Furthermore, they may not have the necessary specialised experience in pharmaceutical medicine to ensure the content is fully compliant with regulations. This can lead to unsupportable claims, unreferenced statements and even inaccurate results being included in promotional materials, which if uncorrected puts the client's reputation at significant risk. Independent review of promotional copy, whether produced internally within a pharmaceutical company or externally by an agency, is essential but can be time consuming. Furthermore, pharmaceutical companies may be unable to review their own materials for a variety of reasons, such as lack of expertise in the relevant therapy area, inexperience with the relevant codes of practice for a specific territory or lack of resource. Prism Ideas has long-standing partnerships with a range of pharmaceutical companies of varying size and works with its clients to ensure that their promotional materials are of a high scientific standard and comply with the appropriate regulatory guidelines.

*The company approached Prism Ideas to act as expert reviewers... ensuring that all data and claims were accurate, supportable, clinically appropriate and properly referenced.*

#### Challenge

A local affiliate of a leading pharmaceutical company had been losing confidence in the clinical accuracy of promotional content produced by its regular design agency as numerous errors and discrepancies had been discovered in several documents. This had resulted in the need for time-consuming cycles of review and compliance checks by the pharmaceutical company's medical team. A range of completed materials were required for distribution at an imminent congress, putting additional pressure on the company's medical team during an already busy period. The company approached Prism Ideas to act as expert reviewers for their promotional materials, to perform an independent review of the copy ensuring that all data and claims were accurate, supportable, clinically appropriate and properly referenced.



***Prism Ideas' ABPI-trained pharmaceutical physicians performed a top-line medical review of the content, ensuring that all material was medically accurate, clinically relevant and approvable.***

***Outsourcing of this step took significant burden from the client company's medical team and allowed delivery of materials for the congress in a 1-week period.***

### **Solution**

Prism Ideas worked with the pharmaceutical company employees and in collaboration with the external agency to detect any scientific inaccuracies, to include references to support all key claims and to modify any inappropriate/unsupportable statements. Medical writers from Prism Ideas performed a fact check along with data and reference validation, followed by literature searching to ensure that the most up-to-date data were included and that the content was scientifically accurate throughout. Following this check, Prism Ideas' ABPI-trained pharmaceutical physicians performed a top-line medical review of the content, ensuring that all material was medically accurate, clinically relevant and approvable. Before completion, Prism Ideas also performed quality-control checks for language, consistency and flow, grammar and further editorial errors.

### **Conclusion**

A number of pharmaceutical companies, large and small, rely on Prism Ideas to ensure that their promotional materials reflect the current published data and are appropriate for their intended use. In this instance, confidence in Prism Ideas' ability to ensure its materials were clinically relevant and fully compliant allowed the client company to delegate the medical review of their literature. Outsourcing of this step took significant burden from the client company's medical team and allowed delivery of materials for the congress in a 1-week period.