



Developing Monthly Summaries of Key Publications and Ensuring Consistent, Up-to-date Product Knowledge among Affiliate Markets

Background

Prism Ideas has a long-standing relationship with one of the world's leading pharmaceutical companies, working across a number of brands within its anti-infectives franchise. As part of their ongoing support, Prism Ideas was asked to find an effective way of communicating key information from the current scientific literature for four of their established brands to the affiliates in an efficient and timely manner.

Prism Ideas was tasked with summarising the key information from selected publications in a concise, easy-to-understand format, ensuring that affiliates would be kept up-to-date with new data and scientific opinion.

Challenge

Keeping abreast of relevant scientific literature can be very time consuming and difficult to manage. However, it is important that affiliates are aware of new studies and published information on their products, and the relevant disease area as a whole. Achieving a consistent level of information and understanding is especially difficult in markets where English is not the first language. In such markets, a simplified explanation of scientific literature is of particular value. Prism Ideas was tasked with summarising the key information from selected publications in a concise, easy-to-understand format, ensuring that affiliates would be kept up-to-date with new data and scientific opinion.

Solution

Prism Ideas developed monthly publication summaries, with corresponding slide sets outlining the key findings from selected publications (including original research, reviews and collections of congress abstracts), which could be shared with the affiliate markets.

Outcome

Since initiating the service in late 2009, Prism Ideas has completed over 140 of these publication summaries.

Each month, up to eight published papers were selected by the pharmaceutical company's Medical Affairs team and sent to Prism Ideas. Each publication featured a two- to three-page (A4) summary, and between four and six slides in accordance with agreed objectives. Once the content was finalised, the summaries were distributed to the client's wider team. As part of the project, a searchable database of themed summaries was provided to the client each month. Since initiating the service in late 2009, Prism Ideas has completed over 140 of these publication summaries.



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Conclusions

Through interaction with Prism Ideas, one of the world's leading pharmaceutical companies now provides its affiliates with a highly valued literature service: up-to-date product knowledge, allied to a consistent understanding and interpretation of state-of-the-art scientific thinking across the globe.

Prism Ideas continues to provide a similar service to several of its clients. For some, it also conducts monthly literature searches, identifies key publications and develops summaries for competitor publications, as well as for the client's own brands.