



### Developing a Publication Plan for a Product Entering a Market with Unapproved Competitors

#### Background

A European company was developing a product for the treatment of seasonal allergic rhinitis (SAR). The SAR market is mature, with a wide range of prescription and over-the-counter symptomatic remedies available for patients to self-treat. Historically, clinical practice has been driven by only a limited evidence base and the potential competitors for the new product comprised mainly of unapproved immunotherapies. This market provided a fairly unusual environment in which to prepare for the launch of a new medicine.

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#### Challenge

The new product, which was manufactured according to the principles of Good Manufacturing Practice, was entering into full clinical development. Prism Ideas was engaged to develop a publications plan that would support the product through its entire clinical development programme and would provide the scientific community with the necessary evidence base to support market entry.

#### Solution

Prism Ideas reviewed all the existing data from the early development programme and evaluated the potential outputs from ongoing and planned clinical trials. By linking the data availability with a variety of other information sources – such as product development plans, market analysis, educational objectives, timings for key congresses and journal lead times – a comprehensive publication plan was developed. This plan provided a framework for communicating the existing Phase I and II data as well as preparing for the communication of data expected from Phase III trials.

*The partnership approach ensured that all members of the client team were fully aligned to the publication plan, which resulted in streamlined delivery as expectations were already set.*

Prism Ideas worked closely with the client team via regular monthly meetings to review the overall strategy as well as individual tactical elements. The plan was updated as required and Prism Ideas was able to deliver all the tactical elements of the plan. The partnership approach ensured that all members of the client team were fully aligned to the publication plan, which resulted in streamlined delivery as expectations were already set.



*These publications were supported by a series of satellite symposia at key congresses, which provided the platform to present key data to specialist audiences.*

The plan was delivered over several years and resulted in more than 40 posters and oral presentations at key congresses, more than 15 manuscripts covering primary and secondary data from clinical trials (Phase I to Phase III) as well as a series of review articles to complement the primary data and highlight and discuss differences in clinical practice between Europe and the US; thereby preparing the market for the new product. These publications were supported by a series of satellite symposia at key congresses, which provided the platform to present key data to specialist audiences.

*Prism Ideas was successful in ensuring all the key clinical data were presented at major therapy area congresses, providing a high-visibility forum for a new product in a very competitive market.*

### **Conclusion**

Through a close working relationship with the client company, Prism Ideas developed, updated and delivered a comprehensive publication plan spanning several years that encompassed the entire clinical development programme of a new product for the treatment of allergy. Prism Ideas was successful in ensuring all the key clinical data were presented at major therapy area congresses, providing a high-visibility forum for a new product in a very competitive market.